C 7715-3

SEPTEMBER
1986

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	SEPTEMBER		% '86 vS '85	% IND	
	1986	1985		1986	1985
AMC	8781	14711	59.69	.76	1.33
(Alliance)	6199	10234	60.57	.54	.92
(Encore)	1892	3621	52.25	.16	.33
(Eagle)	690	856	80.61	.06	.08
CHRYSLER	43384	40588	106.89	3.77	3.67
(Laser)	3472	5421	64.05	.30	.49
(Le Baron/GTS)	18846	14246	132.29	1.64	1.29
(E/AY/S AY)	20930	20921	100.04	1.82	1.89
DODGE	54217	47188	114.94	4.71	4.27
(Daytona)	4376	5403	80.99	.38	.49
(Omni/Shadow)	17398	12871	135.17	1.51	1.16
(Aries)	9189	11709	78.48	.80	1.06
(Lancer)	6072	5387	112.72	.53	.49
(600)	6107	4498	135.77	.53	.41
(Diplomat)	4057	2705	149.98	.35	.24
PLYMOUTH	59472	34558	114.22	5.43	3.13
(Horizn/Sundance)	17498	13394	130.64	1.51	1.22
(Reliant)	9848	13299	74.05	.86	1.20
(Caravelle)	3609	2734	132.00	.31	.25
(Gran Fury)	1561	1112	140.38	.14	.10
CHRYSLER CORP	137073	122316	112.07	11.93	11.07
FORD	152196	149227	88.59	11.51	13.51
(Escort)	42939	46580	92.18	3.74	4.22
(Mustang)	15965	13297	120.06	1.39	1.20
(Tempo)	27632	29365	94.10	2.40	2.66
(Taurus)	18721	-	-	1.63	-
(LTD/Crn Vict)	10323	42236	24.44	.30	3.82
(T'Bird)	16616	17749	93.62	1.45	1.61
LINCOLN	13578	17495	77.61	1.18	1.58
(Mark VII)	1873	1815	103.20	.16	.16
MERCURY	46262	59840	77.34	4.02	5.41
(Lynx)	7436	9812	77.36	.65	.87
(Capri)	1418	1778	79.75	.12	.16
(Topaz)	5823	7377	78.93	.51	.67
(Sable)	6753	-	-	.59	-
(Marq/Gr Marq)	10006	27842	35.94	.87	2.51
(Cougar)	14846	13231	112.21	1.28	1.20
LINC/MERC DIV	61083	78496	77.82	5.31	7.10
FORD MOTOR CO	193279	227723	84.87	16.82	20.61
BUICK	95964	86559	110.87	8.35	7.83
(Skyhawk)	11043	5631	196.11	.96	.51
(Somerset/Skylrk)	11930	10056	118.64	1.04	.91
(Century)	31373	27777	112.95	2.73	2.51
(Regal)	8925	16091	55.47	.78	1.46
(Riviera)	4500	4115	109.36	.39	.37
CADILLAC	35747	29358	121.76	3.11	2.66
(Allante)	5	-	-	-	-
(Cimarron)	3492	2863	121.97	.30	.26
(Eldorado)	3722	4296	86.64	.33	.39
(Seville)	2901	2156	134.55	.25	.20
CHEVROLET	183425	165578	110.78	15.96	14.99
(Chevette)	5525	16586	33.31	.48	1.50
(Celebrity)	38158	38862	98.19	3.32	3.52
(Corsica)	-	-	-	-	-
(Beretta)	-	-	-	-	-
(Cavalier)	33510	43229	77.52	2.92	3.92
(Camaro)	15851	23322	67.97	1.38	2.11
(Corvette)	2712	2504	108.31	.24	.23
(Monte Carlo)	15099	7778	194.00	1.31	.70
OLDSMOBILE	126657	110514	114.61	11.02	10.00
(Firenza)	3885	2665	145.78	.34	.24
(Calais)	11916	15559	76.59	1.04	1.41
(Cutlass Ciera)	38243	35196	108.04	3.33	3.20
(Cutlass)	17136	25102	66.67	1.49	2.33
(Toronado)	2444	2672	91.47	.21	.24
PONTIAC	86767	89179	97.39	7.55	8.07
(1000)	2125	2417	87.92	.18	.22
(Sunbird)	9858	12835	76.81	.86	1.16
(Grand AM)	15922	14735	108.06	1.39	1.33
(6000)	28277	18780	150.57	2.45	1.70
(Bonneville)	4246	6279	67.62	.37	.57
(Firebird)	9165	8807	104.06	.80	.80
(Fiero)	7541	8977	84.00	.66	.81
GEN MTRS CORP	528550	481188	109.84	45.99	43.55
Misc Domestic	4	18	22.22	-	-
Other Import	281637	259045	108.72	24.50	23.44
U S TOTAL	1149334	1104959	104.01		

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '86 VS '85	% IND		YEAR END
	1986	1985		1986	1985	1985
AMC	54933	101171	54.30	.65	1.23	128318
(Alliance)	37685	56667	66.50	.44	.69	73472
(Encore)	11472	35204	32.59	.14	.43	41534
(Eagle)	5776	9300	62.11	.07	.11	13312
CHRYSLER	275096	284234	96.79	3.28	3.45	371292
(Laser)	23279	42020	55.40	.28	.51	50870
(Le Baron/GTS)	128046	117387	109.08	1.53	1.42	154217
(E/MV/S AV)	123635	124827	99.05	1.47	1.52	166205
DODGE	381111	371137	102.69	4.54	4.50	478037
(Daytona)	31280	39825	78.49	.37	.48	48784
(Omni/Shadow)	113429	104801	108.23	1.37	1.28	127241
(Aries)	75764	88871	85.25	.90	1.08	114289
(Lancer)	37332	35223	105.99	.44	.43	47325
(600)	48803	42411	115.07	.58	.51	54681
(Diplomat)	22958	27575	83.26	.27	.33	33435
PLYMOUTH	308371	288912	106.74	3.67	3.51	373209
(Horizn/Sundance)	121794	111593	109.14	1.44	1.36	135366
(Reliant)	97407	106106	91.80	1.16	1.29	137213
(Turismo/Le)	28981	26568	109.08	.35	.32	35501
(Gran Fury)	11717	13835	85.12	.14	.17	16177
CHRYSLER CORP.	964578	944283	102.15	11.49	11.46	1222538
FORD	1021671	1063100	96.10	12.16	12.91	1364829
(Escort)	308143	319184	96.54	3.66	3.88	425347
(Mustang)	134626	120241	111.96	1.60	1.46	157357
(Tempo)	196523	221580	88.69	2.34	2.69	278475
(Taurus)	146570	-	-	1.75	-	1653
(LTD/Crn Vict)	125222	278451	44.97	1.49	3.38	345641
(T'Bird)	110587	123644	89.44	1.32	1.50	156356
LINCOLN	114854	122073	94.09	1.37	1.48	164295
(Mark VII)	15160	15500	97.81	.18	.19	20401
MERCURY	385383	408821	89.37	4.35	4.96	515895
(Lynx)	51680	62656	82.48	.62	.76	83620
(Capri)	9787	12228	80.04	.12	.15	15632
(Topaz)	48826	58858	82.96	.58	.71	73554
(Sable)	6282	-	-	.75	-	8179
(Marq/Gr Marq)	97101	179659	54.05	1.15	2.18	223656
(Cougar)	55227	95420	99.80	1.13	1.16	118554
LINC/MERC DIV	491605	535779	91.76	5.86	6.50	688253
FORD MOTOR CO	1513276	1598879	94.65	18.02	19.41	2053082
BUICK	584503	660386	88.51	6.96	8.02	851031
(Skyhawk)	58468	65999	88.59	.70	.80	85411
(Somerset/Skylrk)	91922	70658	130.09	1.09	.86	93255
(Century)	184355	172898	106.63	2.20	2.10	233268
(Regal)	61337	87162	70.37	.73	1.06	114047
(Riviera)	16944	38486	44.03	.20	.47	48891
CADILLAC	220506	226262	97.46	2.63	2.75	301228
(Allante)	5	-	-	-	-	-
(Cimarron)	18178	16896	107.58	.22	.21	22788
(Eldorado)	17646	48159	36.64	.21	.59	60754
(Seville)	13155	23369	56.29	.16	.28	29986
CHEVROLET	1326589	1253063	105.87	15.81	15.20	1658768
(Chevette)	50807	98301	51.69	.61	1.19	129007
(Celebrity)	305864	270445	113.10	3.65	3.28	380963
(Corsica)	-	-	-	-	-	-
(Beretta)	-	-	-	-	-	-
(Cavalier)	295780	327214	90.39	3.52	3.98	419697
(Camaro)	135610	201059	67.45	1.62	2.44	245879
(Corvette)	25508	28308	90.11	.30	.34	38042
(Monte Carlo)	85807	82626	103.85	1.02	1.00	111169
OLDSMOBILE	820680	823085	99.71	9.77	9.99	1067881
(Firenza)	28204	38844	72.61	.34	.47	49780
(Calais)	91897	92826	99.00	1.09	1.13	122581
(Cutlass Ciera)	252695	250857	100.73	3.00	3.04	329934
(Cutlass)	156770	168638	92.96	1.87	2.05	218881
(Toronado)	11492	25848	44.46	.14	.31	32879
PONTIAC	646576	589866	109.61	7.70	7.16	785098
(1000)	14762	17000	86.84	.18	.21	22239
(Sunbird)	85014	90133	94.32	1.01	1.09	115183
(Grand Am)	147977	75456	196.11	1.76	.92	116535
(6000)	150276	119477	125.78	1.79	1.46	162828
(Bonneville)	31993	40749	78.51	.38	.49	52739
(Firebird)	74360	79408	93.64	.89	.96	100049
(Fiero)	54137	72537	74.83	.64	.88	90421
GEN MTRS CORP	3598854	3552662	101.30	42.87	43.12	4664006
Misc. Domestic	64	179	35.75	-	-	240
Other Import	2264124	2041984	110.88	26.97	24.78	2820416
U S TOTAL	8395829	8239158	101.90			10988608

UNITED STATES SUMMARY

(Make Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	SEPT	% IND	YEAR TO DATE		% '86 VS '85	% IND	
	1986		1986	1985		1986	1985
Dodge	42167	8.73	334675	386639	86.56	9.25	11.10
Plymouth	7217	1.49	80865	78398	103.15	2.24	2.25
Ford	138399	28.65	1022686	924685	110.60	28.26	26.54
Chevrolet	135531	28.05	965561	932229	103.58	26.69	26.77
G.M.C.	35078	7.26	260265	259110	100.45	7.20	7.44
International	6934	1.43	50111	53258	94.09	1.39	1.53
Isuzu	8185	1.69	66946	57420	116.59	1.85	1.65
Jeep	19129	3.96	136599	119940	113.89	3.78	3.44
Mack/Midliner	1656	.34	16188	22602	71.62	.45	.65
Nissan	23246	4.81	168216	199361	84.38	4.65	5.72
Kenworth	920	.19	7837	8442	92.83	.22	.24
Peterbilt	844	.17	7358	9214	79.86	.20	.26
Daimler-Benz Corp.	2180	.45	15055	17205	87.50	.42	.49
Scania	8	-	38	-	-	-	-
Volvo White	1292	.27	8453	9477	89.19	.23	.27
Western Star	38	.01	704	869	81.01	.02	.02
Other Imports	59809	12.40	471344	400531	117.68	13.03	11.50
Miscellaneous Domestic	478	.10	4207	4421	95.16	.12	.13
U. S. Total	483211		3617108	3483801	103.83		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 9 33 & OVER
Dodge	220328	114347	-	-	-	-	-	-
(Dodge 1)	185647	70899	-	-	-	-	-	-
Plymouth *	80865	-	-	-	-	-	-	-
Ford	620979	362625	2	-	-	8044	22888	8248
(Ford 2)	462716	111755	-	-	-	-	-	-
Chevrolet	558851	371421	21149	286	214	5417	7866	357
(Chev 3)	429519	137208	-	-	-	-	-	-
G.M.C.	126711	103453	2090	177	3003	4601	14872	5558
(G.M.C 4)	94039	34129	-	-	-	-	-	-
International	-	-	-	-	-	15279	15775	19057
Isuzu	63537	-	3382	-	-	27	-	-
Jeep	124864	11735	-	-	-	-	-	-
(Jeep 5)	102336	10599	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	1746	173*	12709
Nissan	168009	-	-	-	-	-	207	-
Kenworth	-	-	-	-	-	-	-	7837
Peterbilt	-	-	-	-	-	-	-	7358
Daimler-Benz Corp	-	-	-	-	-	1458	1083	12514
Scania	-	-	-	-	-	-	-	38
Volvo White	-	-	-	-	-	-	937	7516
Western Star	-	-	-	-	-	-	-	704
Other Imports	461600	7449	916	573	233	208	305	-
Miscellaneous Domestic	-	2488	-	-	-	-	81	1638
Total	2425644	973518	27579	1036	3450	36780	65607	83534
1985 Total	2248136	999221	28159	674	5054	42389	57663	102505
1986 vs '85	107.90	97.43	97.80	153.71	68.26	86.77	113.78	81.49

(Memo Total)-To be included in GVW 1,2 & 3

1 Includes Mini Ram, Ram Van, Rampcharger, Ram 50, Dakota, Caravan, Ram Wagon and Raider
2 Includes Ranger, Bronco, Vans and Rerester
3 Includes El Camino, Blazer, S10, Vans and Astro
* Plymouth Includes Voyager
4 Includes Vans, Caballero, Jimmy, S15 and Safari
5 Includes Wrangler/CJ's, Cherokee, Wagoneer and Scrambler

Manufacturers' Sales Records are used in compiling Oklahoma in 1985 and 1986.
REGISTRATIONS FOR THE STATE OF MASSACHUSETTS ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1986		YEAR TO DATE 1985	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	50557	.60	14197	.17
Chevrolet Spectrum	69988	.83	34527	.42
Chrysler Conquest	136	-	-	-
Dodge Colt	36948	.44	23094	.28
Dodge Colt Vista SW	12552	.15	7462	.09
Dodge Conquest	2065	.02	1875	.02
Ford Festiva	-	-	-	-
Plymouth Colt	34520	.41	21612	.26
Plymouth Colt Vista SW	11936	.14	7341	.09
Plymouth Conquest	1956	.02	1857	.02
AMC Premier	11368	.14	4885	.06
Scorpio	-	-	-	-
Others	-	-	-	-
Total Domestic Sponsored Imports	232006	2.76	116850	1.42
OTHER IMPORTS				
BMW	67773	.81	66434	.81
Honda	434394	5.17	398537	4.84
Hyundai	85720	1.02	-	-
Mazda	160993	1.92	139233	1.69
Mercedes Benz	54850	.77	66773	.81
Nissan	410745	4.89	413118	5.01
Subaru	129567	1.54	117113	1.42
Toyota	425115	5.06	420411	5.10
Volkswagen	155257	1.85	143859	1.75
Volvo	87850	1.05	79891	.97
Others	241860	2.86	198615	2.39
Total Other Imports	2264124	26.97	2041984	24.78
GRAND TOTAL ALL IMPORT CARS	2496130	29.73	2158834	26.20

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	54137	1.50	50475	1.45
Dodge RAIDER	478	.01	-	-
OTHER IMPORTS				
Isuzu	63537	1.76	56071	1.61
Mazda	109928	3.04	83418	2.39
Mitsubishi	21856	.60	18755	.54
Nissan	168009	4.64	199361	5.72
Subaru	2611	.07	3043	.09
Suzuki	29084	.80	1033	.03
Toyota	296398	8.19	277984	7.98
Volkswagen	9171	.25	13679	.39
Others	1	-	1	-
Total Other Import Trucks	700595	19.37	653345	18.75
GRAND TOTAL ALL IMPORT TRUCKS	755210	20.88	703820	20.20

UNITED STATES SUMMARY — COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY, SUPPLIED TO MANUFACTURERS FOR INTERNAL USE ONLY. NOT FOR SALE, REPUBLICATION OR DISSEMINATION TO PUBLIC.

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1976	8751585	3058009
*1977	10828234	3509328
*1978	10946104	3983340
*1979	10356695	3472209
*1980	8760917	2478717
*1981	8443818	2185480
*1982	7754342	2430471
*1983	8824186	2976556
(1)1984	10128729	4048998
1985	10888608	4875192

TOTALS INCLUDE ALASKA & HAWAII
#OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. R 8-86

(1) REVISED 10/85

SEPTEMBER 1986 ISSUED 11/86

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OCTOBER
1986

C7715-3A
1/6/87

pocket summary

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POLK STATISTICS

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NEW PASSENGER CAR REGISTRATIONS – MONTH

MAKES	OCTOBER		% '86 VS '85	% IND	
	1986	1985		1986	1985
AMC	1265	11080	11.84	.84	1.14
(Alliance)	5877	6672	88.02	.62	.68
(Encore)	1457	3071	47.28	.15	.32
(Eagle)	633	1335	47.87	.06	.14
CHRYSLER	34988	39234	89.22	3.69	4.00
(Laser)	2541	4088	62.17	.28	.60
(Le Baron/GTS)	14926	13710	108.86	1.56	1.41
(E/Hy/S Ay)	17025	21112	80.66	1.79	2.17
DODGE	41834	42913	110.31	5.03	4.41
(Daytona)	2728	3677	74.19	.29	.38
(Omni/Shadow)	15635	9754	160.49	1.66	.97
(Aries)	9008	11085	81.25	.95	1.12
(Lancer)	5544	4751	116.68	.58	.49
(600)	6216	5126	101.76	.55	.53
(Diplomat)	3387	2502	159.35	.42	.26
PLYMOUTH	37540	32366	116.01	3.96	3.33
(Horizn/Sundance)	16786	10284	163.21	1.77	1.06
(Reliant)	10786	12139	84.95	1.03	1.25
(Caravelle)	3645	3458	105.02	.36	.35
(Gran Fury)	1383	971	142.47	.15	.10
CHRYSLER CORP	120725	114185	105.73	12.74	11.74
FORD	111462	119534	93.25	11.76	12.29
(Escort)	31097	38722	80.31	3.28	3.98
(Mustang)	12860	13099	98.18	1.36	1.35
(Tempo)	20472	23234	88.11	2.16	2.39
(Taurus)	25285	1	-	2.67	-
(LTD/Crn Vict)	10084	36988	32.54	1.06	3.19
(T Bird)	11664	12935	88.76	1.23	1.34
LINCOLN	16331	14830	110.11	1.72	1.52
(Mark VII)	13927	11850	106.15	1.47	1.19
MERCURY	36550	44855	81.49	3.86	4.62
(Lynx)	5346	8342	64.09	.56	.86
(Capri)	1015	1376	73.76	.11	.14
(Topaz)	4548	5418	75.54	.51	.66
(Sable)	7993	-	-	.84	-
(Marq/Gr Marq)	9145	20047	45.62	.97	2.07
(Cougar)	8203	8667	94.65	.87	.85
LINC/MERC DIV	51370	60390	88.49	5.43	5.27
FORD MOTOR CO	199431	180029	91.83	17.42	18.50
BUICK	67354	76453	88.09	7.11	7.86
(Skyhawk)	7076	6567	107.74	.74	.67
(Somerset/Skylrk)	9810	10534	93.12	1.06	1.08
(Century)	21273	24241	87.76	2.25	2.49
(Regal)	7151	12645	56.55	.76	1.30
(Riviera)	2592	4472	50.20	.28	.46
CADILLAC	31625	28557	110.74	3.34	2.94
(Allante)	-	-	-	-	-
(Cimarron)	2521	2419	104.61	.27	.25
(Eldorado)	3766	4853	63.22	.36	.50
(Seville)	3130	2358	132.74	.33	.24
CHEVROLET	123432	143645	90.11	13.04	14.76
(Chevette)	5981	13502	44.30	.63	1.39
(Celebrity)	26103	30678	85.11	2.74	3.15
(Cavalier)	1	-	-	-	-
(Beretta)	1	-	-	-	-
(Cavalier)	23139	31352	73.78	2.44	3.21
(Camaro)	11528	18465	62.43	1.22	1.90
(Corvette)	2560	3304	77.48	.27	.34
(Monte Carlo)	10440	10295	101.41	1.10	1.06
OLDSMOBILE	87221	93346	93.44	9.20	9.60
(Firenza)	2875	3432	83.77	.30	.35
(Calais)	7544	11288	66.85	.80	1.16
(Cutlass Ciera)	26554	29672	89.51	2.80	3.06
(Cutlass)	12586	21002	59.93	1.33	2.16
(Toronado)	7976	5047	94.82	.84	.52
PONTIAC	65866	73750	89.31	6.95	7.58
(1000)	1558	2273	68.54	.16	.23
(Sunbird)	7442	9019	82.51	.79	.93
(Grand Am)	15817	12985	121.81	1.67	1.33
(6000)	17932	16781	107.22	1.90	1.72
(Bonneville)	4771	5215	83.82	.46	.54
(Firebird)	7121	7322	97.25	.76	.75
(Fiero)	5308	7457	71.45	.56	.77
GEN MTRS CORP	381503	415811	91.75	40.24	42.74
Misc. Domestic	4	15	26.66	-	-
Other Import	47357	51167	108.56	28.17	25.89
U S TOTAL	547374	572338	91.64		

UNITED STATES SUMMARY

OCTOBER 1986 ISSUED 12/86

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '86 VS '85	% INC		YEAR END
	1986	1985		1986	1985	1985
AC	62896	112251	56.03	.61	1.22	128318
(Alliance)	43556	63379	68.73	.41	.68	73472
(Encore)	12925	38217	33.81	.14	.42	41534
(Eagle)	6415	10675	60.10	.06	.16	13312
EVROLET	310219	321136	95.66	3.32	3.51	371292
(Laser)	25920	46152	56.22	.28	.50	50870
(Le Baron/GTS)	142982	181947	109.03	1.52	1.42	154217
(E/H/S 96)	145664	145998	99.77	1.51	1.59	166205
DGE	429305	411560	103.86	4.60	4.49	470037
(Daytona)	33308	45502	76.24	.36	.47	48784
(Omni/Shadow)	129064	114142	113.02	1.38	1.23	127241
(Aries)	84772	99956	84.81	.91	1.09	114289
(Lancer)	42876	33974	107.28	.46	.43	47325
(600)	54019	47537	113.64	.58	.52	54681
(Diplomat)	26945	30077	89.59	.29	.33	33435
MOUTH	345919	321216	107.67	3.70	3.49	373209
(Horizon/Sundance)	158186	121877	113.38	1.48	1.33	135366
(Reliant)	107787	118424	91.09	1.15	1.28	137213
(Caravelle)	32626	30016	108.73	.35	.33	35501
(Gran Fury)	13169	14886	88.46	.14	.16	16177
RSLER CORP	1125303	1058496	106.31	11.62	11.49	1242538
D	1173314	1182739	99.20	12.13	12.83	1364829
(Escort)	339240	347906	97.50	3.63	3.88	425347
(Mustang)	147486	133340	110.61	1.58	1.45	157357
(Tempo)	216995	244814	88.64	2.32	2.66	278475
(Taurus)	71855	1	-	1.84	-	1653
LTD/Crn Vict)	135306	303439	43.73	1.45	3.36	345641
T'Bird)	122251	136633	89.47	1.31	1.48	156356
COLN	151187	136903	95.82	1.40	1.49	164295
(Mark VII)	17137	17352	98.76	.18	.19	20401
CURY	401933	465671	86.60	4.31	4.92	515895
(Lynx)	57026	76998	89.34	.61	.77	83620
(Capri)	15852	13604	79.40	.12	.15	15532
(Tracer)	57814	65276	82.23	.57	.71	73554
(Sable)	70755	-	-	.76	-	879
(Marquis/Gr Marq)	108246	134706	53.20	1.74	2.16	223656
(Cougar)	102430	104087	99.37	1.11	1.13	118554
C/MERC DIV	545515	546769	97.42	5.84	6.48	688255
D MOTOR CO	1678708	1778406	94.37	17.97	19.31	2053082
CK	651842	716849	88.47	6.98	8.00	851031
(Skylark)	65504	72566	90.27	.70	.79	85411
(Somerset/Skyline)	100039	78360	127.73	1.07	.85	93259
(Century)	205628	197133	104.31	2.21	2.14	233268
(Regal)	88488	99807	88.62	.95	1.08	114047
(Riviera)	59636	42958	45.71	.64	.47	48891
DILLAC	252118	254819	98.95	2.70	2.77	301228
(Allante)	5	-	-	-	-	-
(Cimarron)	20697	19706	107.21	.22	.21	22768
(Eldorado)	21012	51922	39.63	.22	.56	60754
(Seville)	16285	25727	63.30	.17	.28	29986
EVROLET	1456021	1396708	104.25	15.61	15.16	1658768
(Chevette)	56788	111803	50.79	.61	1.21	129007
(Celebrity)	311971	301123	110.24	3.35	3.27	360963
(Corsica)	3	-	-	-	-	-
(Beretta)	3	-	-	-	-	-
(Cavalier)	318919	255576	88.34	3.41	2.90	419697
(Camaro)	194758	219524	87.93	1.97	2.38	245879
(Corvette)	28068	31612	88.79	.30	.34	38042
(Monte Carlo)	96247	92911	103.59	1.03	1.01	111169
DSMOBILE	927901	816481	94.55	9.92	8.95	1067881
(Firenza)	31079	42216	73.61	.33	.46	49780
(Calais)	99441	104114	95.51	1.06	1.13	122561
(Cutlass Ciera)	279259	280529	99.55	3.01	3.05	329934
(Cutlass)	169356	188648	89.78	1.81	2.06	218881
(Toronado)	13467	20845	46.61	.14	.23	32879
NTIAC	712442	663616	107.36	7.62	7.20	785098
(1000)	16320	19273	84.68	.17	.21	22239
(Sunbird)	92456	99152	91.25	.99	1.08	115182
(Grand AM)	163194	98441	189.20	1.75	1.06	116535
(6000)	169658	156208	127.49	1.81	1.47	162828
(Bonneville)	76354	49564	74.11	.19	.50	52739
(Firebird)	81481	86720	93.95	.87	.94	100049
(Fiero)	60845	73994	75.06	.64	.87	90421
M MTRS CORP	3980357	3966411	100.35	42.54	43.08	4664006
(Inc. Domestic)	66	122	54.10	-	-	248
(Incl Import)	2576436	2293799	112.32	27.54	24.90	2820416
S TOTAL	9343801	9210860	101.44			10886608

UNITED STATES SUMMARY

(Make Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	OCT	% INC	YEAR TO DATE		% OF YR TO YR	% INC	
	1986	1985	1986	1985		1986	1985
ge	4,554	9.97	474,270	427,636	67.34	2.11	10.98
mouth	6,425	1.67	87,850	87,654	100.91	2.15	2.24
d	117,334	28.30	1,140,020	1,025,951	111.12	26.26	26.39
rolet	106,235	25.62	1,017,796	1,046,464	102.42	26.58	26.92
C	28,884	6.99	284,254	291,004	93.40	7.17	7.49
rnational	5,872	1.41	50,943	60,468	92.52	1.59	1.56
u	7,192	1.73	74,138	64,407	115.11	1.84	1.66
	13,766	4.77	166,765	137,934	113.64	1.86	3.54
k/Midliner	1,541	.38	17,767	24,435	72.70	.44	.63
ker	17,216	4.15	174,928	227,635	82.92	4.60	5.75
worth	1,071	.26	8,928	9,505	93.92	.22	.24
rbilt	821	.20	8,185	10,151	80.63	.20	.26
ler Benz Corp	1,624	.39	16,579	18,845	88.51	.41	.48
ia	16		53				
o White	845	.20	9,239	10,503	88.53	.23	.27
tern Star	24	.01	728	952	76.47	.02	.02
r Imports	58,285	14.04	529,629	445,138	118.98	13.14	11.45
cellaneous Domestic	776	.18	4,541	4,811	94.43	.11	.12
S Total	414,716		4,031,822	3,881,583	103.87		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
ge	247,388	127,882	-	-	-	-	-	-
Dodge 1)	210,082	77,925	-	-	-	-	-	-
mouth 4	87,850	-	-	-	-	-	-	-
d	683,175	407,829	3	-	-	3024	24945	3043
Ford 2)	509,904	123,153	-	-	-	-	-	-
evrolet	618,032	414,572	2350	151	249	6080	8625	584
Chev. 3)	472,551	153,613	-	-	-	-	-	-
C	140,006	116,258	2302	197	3595	5267	15715	5915
G.M.C 4)	103,420	38,706	-	-	-	-	-	-
rnational	-	-	3770	-	-	15920	17729	21294
uzu	-	-	-	-	-	30	-	-
	114,234	13,441	-	-	-	-	-	-
Jeep 5)	118,750	12,108	-	-	-	1948	1931	13902
k/Midliner	-	-	-	-	-	-	254	-
ssen	185,178	-	-	-	-	-	-	8908
worth	-	-	-	-	-	-	-	8185
rbilt	-	-	-	-	-	-	-	5
ler Benz Corp	-	-	-	-	-	1650	1247	13782
ania	-	-	-	-	-	-	-	53
o White	-	-	-	-	-	-	1093	8205
tern Star	-	-	-	-	-	-	-	728
r Imports	518,557	8131	1015	527	283	233	403	-
cellaneous Domestic	-	2584	-	-	-	-	92	1767
tal	3,699,796	1,096,797	30547	1176	4126	34152	72252	92156
RE Total	3,550,881	1,113,755	31116	760	5494	48103	68481	113674
RE vs '85	107.57	97.94	98.32	154.61	75.32	85.55	111.09	81.08

(Memo Total)-To be included in GVW 1,2 & 3

1 Includes Mini Ram, Ram van, Ramcharger, Ram 50, Dakota, Caravan, Ram Wagon and Raider

2 Includes Ranger, Bronco, Vans and Aerostar

3 Includes El Camino, Blazer, S10, Vans and Astro

4 Plymouth includes Voyager

5 Includes vans, Cavalliers, Jimmy, SUS and Safaris

6 Includes Wrangler(CJ)s, Cherokee, Wagoneer and Scrambler

Manufacturers' Sales Records are used in compiling Oklahoma in 1985 and 1986.

REGISTRATIONS FOR THE STATE OF MASSACHUSETTS ARE TEMPORARILY DELETED.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1986		YEAR TO DATE 1985	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	54569	.58	18451	.20
Chevrolet Spectrum	81807	.88	39862	.43
Chrysler Conquest	513	.01	-	-
Dodge Colt	41257	.44	27942	.30
Dodge Colt Vista SW	14180	.15	8766	.10
Dodge Conquest	2204	.02	2104	.02
Ford Festiva	-	-	-	-
Plymouth Colt	38748	.41	25670	.28
Plymouth Colt Vista SW	13315	.14	8515	.09
Plymouth Conquest	2103	.02	2080	.02
AMC Merkur	12455	.13	6195	.07
Scorpio	-	-	-	-
Others	-	-	-	-
Total Domestic Sponsored Imports	261151	2.79	139585	1.52
OTHER IMPORTS				
VW	75987	.81	75203	.82
Honda	485962	5.20	438145	4.76
Hyundai	103861	1.11	-	-
Mazda	178912	1.91	159380	1.73
Mercedes Benz	73615	.79	73434	.80
Nissan	459878	4.92	469671	5.10
Subaru	144670	1.55	135251	1.47
Toyota	470552	5.04	470463	5.11
Volkswagen	170303	1.82	162644	1.77
Volvo	97045	1.04	88470	.96
Others	275670	2.95	221135	2.40
Total Other Imports	2536475	27.15	2293796	24.90
GRAND TOTAL ALL IMPORT CARS	2797626	29.94	2433381	26.42

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (6-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	60862	1.51	57009	1.47
Dodge RAIDER	1449	.04		
OTHER IMPORTS				
Isuzu	70338	1.74	62708	1.61
Mazda	124080	3.08	94571	2.43
Mitsubishi	24650	.61	21077	.54
Nissan	185178	4.59	223631	5.75
Subaru	3107	.08	3460	.09
Suzuki	32725	.81	1094	.03
Toyota	332320	8.24	306691	7.88
Volkswagen	10205	.25	15265	.39
Others	1	-	1	-
Total Other Import Trucks	782604	19.41	728498	18.74
GRAND TOTAL ALL IMPORT TRUCKS	844915	20.96	785507	20.21

UNITED STATES SUMMARY *COMPILED FROM SPECIAL STATE REPORTS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR RETAIL USE. NOT FOR SALE, RETAIL, OR USE BY SUBSCRIBERS FOR RESALE.

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1978	9751585	3058009
*1977	10826234	3509328
*1976	10945104	3963340
*1975	10356605	3472209
*1980	8760937	2476777
*1981	8443819	2185489
*1982	7754342	2430471
*1983	8924186	2976556
(1)1984	10128729	4048998
1985	10888608	4875102

TOTALS INCLUDE ALASKA & HAWAII
FOR OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. R 8-86

(1) REVISED 10/85

OCTOBER 1986 ISSUED 12/86

1/30/87 C7715-3 A

NOVEMBER
1986

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

How many new car buyers per 100 households are you getting with your media buys?

R·L·POLK & CO.
6400 Monroe Blvd. • Taylor, MI 48180
Tel. (313) 292-3200

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	NOVEMBER		% '86 VS '85	% IND	
	1986	1985		1986	1985
AMC	4150	8900	46.63	.58	1.08
(Alliance)	3012	5567	54.10	.42	.67
(Encore)	752	1865	39.25	.10	.23
(Eagle)	406	1468	27.66	.06	.18
CHRYSLER	17367	24289	71.50	2.42	2.93
(Laser)	1046	2280	45.88	.15	.28
(Le Baron/GTS)	7031	11234	62.59	.98	1.35
(E/MY/S AY)	8775	10775	81.42	1.22	1.30
DODGE	33456	31189	107.27	4.65	3.77
(Daytona)	1029	2375	43.33	.14	.29
(Omni/Shadow)	13130	5902	222.47	1.82	.71
(Aries)	6908	6871	100.54	.96	.83
(Lancer)	2203	3698	59.57	.31	.45
(800)	3215	3732	86.15	.45	.45
(Diplomat)	2432	1883	129.16	.34	.23
PLYMOUTH	28282	24300	116.39	3.93	2.94
(Horizn/Sundance)	13456	6227	216.09	1.88	.75
(Reliant)	6936	8281	83.76	.96	1.00
(Caravelle)	2623	2784	94.22	.36	.34
(Gran Fury)	1100	1741	148.45	.15	.09
CHRYSLER CORP.	79155	79798	99.16	11.00	9.64
FORD	88205	89505	98.55	12.27	10.81
(Escort)	21920	32577	67.29	3.05	3.93
(Mustang)	5442	12090	53.28	.90	1.46
(Tempo)	17154	18194	105.93	2.39	1.96
(Taurus)	26898	6	-	3.73	-
(LTD/Crn Vict)	10051	19252	52.21	1.40	2.33
(T'Bird)	5740	9386	81.15	.80	1.13
LINCOLN	16418	12927	126.95	2.28	1.56
(Mark VII)	2204	1492	147.72	.30	.18
MERCURY	29506	30896	95.50	4.11	3.74
(Lynx)	3130	6089	51.40	.44	.74
(Capri)	398	1019	39.40	.06	.12
(Topaz)	5129	4256	120.51	.71	.51
(Sable)	8780	1	-	1.22	-
(Marq/Gr Marq)	9344	12689	73.64	1.30	1.54
(Cougar)	2725	6843	39.82	.38	.83
AMC/MERC DIV	46744	44785	104.42	6.50	5.41
FORD MOTOR CO.	134949	135270	100.51	18.77	16.22
BUICK	42015	58269	72.11	5.84	7.04
(Skyhawk)	3598	5818	61.84	.50	.70
(Somerset/Skylrk)	4816	7608	63.30	.67	.92
(Century)	12562	18369	68.39	1.74	2.22
(Regal)	3510	8008	43.84	.49	.97
(Riviera)	3219	3704	33.45	.11	.45
CADILLAC	19875	22683	87.62	2.76	2.74
(Allante)	-	-	-	-	-
(Cimarron)	1253	1515	82.71	.17	.18
(Eldorado)	1519	4515	33.64	.21	.54
(Seville)	1847	2770	77.93	.26	.29
CHEVROLET	90556	128397	70.53	12.60	15.52
(Chevette)	6505	8459	76.90	.90	1.02
(Celebrity)	25524	28582	88.66	3.55	3.45
(Corsica)	98	-	-	.01	-
(Beretta)	105	-	-	.01	-
(Cavalier)	16012	27775	57.65	2.23	3.36
(Camaro)	7272	14058	51.73	1.01	1.70
(Corvette)	1828	3278	55.77	.25	.40
(Monte Carlo)	5629	9996	56.31	.78	1.21
OLDSMOBILE	55915	76621	72.98	7.78	9.26
(Firenza)	1476	3425	43.09	.21	.41
(Calais)	5915	9962	59.38	.82	1.20
(Cutlass Ciera)	18312	24668	74.23	2.55	3.00
(Cutlass)	8693	15265	56.95	1.21	1.84
(Toronado)	1228	2440	50.35	.17	.29
PONTIAC	48103	60758	79.17	6.69	7.34
(1000)	771	1526	50.52	.11	.18
(Sunbird)	4777	7285	65.57	.66	.88
(Grand AM)	14951	14024	106.61	2.07	1.70
(6000)	12146	13182	92.14	1.69	1.59
(Bonneville)	5004	3429	145.93	.70	.41
(Firebird)	4433	6933	63.94	.62	.84
(Fiero)	3201	5642	56.74	.45	.68
GEN MTRS CORP	256464	346728	73.97	35.67	41.90
Misc. Domestic	2	35	5.71	-	-
Other Import	244326	257901	94.74	33.98	31.16
U.S. TOTAL	718996	827612	86.88		

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '86 VS '85	% IND		YEAR END
	1986	1985		1986	1985	1985
AMC	67048	121151	55.34	.67	1.21	128318
(Alliance)	46570	68906	67.58	.46	.69	73472
(Encore)	13657	40142	34.02	.14	.40	41534
(Eagle)	6821	12103	56.36	.07	.12	13312
CHRYSLER	327446	347424	94.25	3.25	3.46	371292
(Laser)	26966	48382	55.74	.27	.48	50870
(Le Baron/GTS)	150013	142331	105.40	1.48	1.42	154217
(E/MV/S AV)	149437	156711	95.36	1.49	1.56	166205
DODGE	462761	445239	103.94	4.60	4.44	478037
(Daytona)	35017	45877	76.33	.35	.46	48784
(Omni/Shadow)	142194	120094	118.40	1.41	1.21	127241
(Aries)	91680	105827	85.82	.91	1.06	114289
(Lancer)	45079	43672	103.22	.45	.43	47325
(600)	57234	51269	111.63	.57	.51	54681
(Diplomat)	29377	31960	91.92	.29	.32	33435
PLYMOUTH	374201	345578	108.28	3.72	3.44	373209
(Horizn/Sundance)	151636	128104	118.37	1.51	1.28	135366
(Reliant)	114723	126605	90.61	1.14	1.26	137213
(Caravelle)	35249	32790	107.50	.35	.33	35501
(Gran Fury)	14260	15547	91.72	.14	.15	18177
CHRYSLER CORP	1164408	1138241	102.30	11.57	11.34	1225598
FORD	1221338	1215586	99.05	12.13	12.67	1364829
(Escort)	361166	390473	92.49	3.58	3.90	425347
(Mustang)	153928	145430	105.84	1.53	1.45	157357
(Tempo)	234149	260982	89.72	2.33	2.60	278475
(Taurus)	198753	7	-	1.98	-	1853
(LTD/Crn Vsct)	145357	328669	44.23	1.44	3.27	345841
(T'Bird)	127991	146025	87.65	1.27	1.45	158356
LINCOLN	147603	149798	98.53	1.47	1.49	164295
(Mark VII)	19341	18837	102.68	.20	.19	20401
MERCURY	431439	484566	89.04	4.29	4.83	515895
(Lynx)	60156	77087	78.04	.60	.77	83620
(Capri)	11200	14621	76.60	.11	.15	15632
(Topaz)	58803	69532	84.57	.58	.69	73554
(Sable)	79535	1	-	.79	-	879
(Marq/Gr Marq)	115590	212395	54.42	1.16	2.12	223656
(Cougar)	106155	110930	95.70	1.05	1.10	118554
LINC/MERC DIV	592519	641501	92.33	5.89	6.39	688253
FORD MOTOR CO	1813657	1913087	94.80	18.02	19.06	2053082
BUICK	693877	795118	87.27	6.90	7.92	851031
(Skyhawk)	69102	78384	88.16	.69	.78	85411
(Somerset/Skylrk)	104855	85928	122.03	1.04	.86	93259
(Century)	218190	215508	101.24	2.16	2.15	233268
(Regal)	71998	107813	66.78	.72	1.07	114047
(Riviera)	20875	46662	44.74	.21	.46	48891
CADILLAC	272006	277497	98.02	2.70	2.76	301228
(Allante)	5	-	-	-	-	-
(Cimarron)	21950	20821	105.42	.22	.21	22768
(Eldorado)	22531	57537	39.16	.22	.57	60754
(Seville)	18132	28097	64.53	.18	.28	29986
CHEVROLET	1546577	1525098	101.41	15.37	15.18	1658768
(Chevette)	63293	120262	52.63	.63	1.20	129007
(Celebrity)	357297	329685	108.38	3.55	3.28	360963
(Corsica)	101	-	-	-	-	-
(Beretta)	108	-	-	-	-	-
(Cavalier)	334931	386350	86.69	3.33	3.83	419697
(Camaro)	154410	233582	66.11	1.53	2.33	245879
(Corvette)	29866	34990	85.69	.30	.35	38042
(Monte Carlo)	101078	102907	99.00	1.01	1.03	111169
OLDSMOBILE	963816	993100	97.05	9.58	9.89	1067881
(Firenza)	32555	45701	71.23	.32	.46	49780
(Calais)	105356	114076	92.36	1.05	1.14	122561
(Cutlass Ciera)	297571	305197	97.50	2.96	3.03	329934
(Cutlass)	178049	204905	86.89	1.77	2.04	218881
(Toronado)	14695	31335	46.90	.15	.31	32879
PONTIAC	760545	724372	104.99	7.56	7.22	785098
(1000)	17091	20799	82.17	.17	.21	22239
(Sunbird)	97233	106437	91.35	.97	1.06	115183
(Grand AM)	178745	102465	174.44	1.78	1.02	118535
(6000)	180414	149438	120.73	1.79	1.50	162828
(Bonneville)	41368	49393	83.75	.41	.49	52739
(Firebird)	85914	93663	91.73	.85	.93	100049
(Fiero)	63246	85636	73.85	.63	.85	90421
GEN MTRS CORP	4236821	4315185	98.18	42.11	42.97	4664006
Misc. Domestic	68	227	29.96	-	-	248
Other Import	2780801	2551650	108.98	27.63	25.42	2820416
U S TOTAL	10062603	10039541	100.23			10888608

UNITED STATES SUMMARY

(Nemo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	NOV	% IND	YEAR TO DATE		% '86 VS '85	% IND	
	1986		1986	1985		1986	1985
Dodge	39214	12.26	414484	460777	89.95	9.52	10.79
Plymouth	7553	2.36	95353	95306	100.05	2.19	2.23
Ford	87546	27.38	1227586	1134312	108.22	28.23	26.56
Chevrolet	73599	23.00	1145395	1150330	99.57	26.32	26.95
G M C	20783	6.50	310037	319482	97.04	7.12	7.48
International	5060	1.58	61003	66691	91.47	1.40	1.56
Isuzu	6115	1.91	80253	71059	112.94	1.84	1.66
Jeep	15520	4.85	171885	159281	107.91	3.95	3.73
Mack/Midliner	1461	.46	19242	25938	72.78	.44	.61
Nissan	12332	3.85	197764	239625	82.53	4.54	5.61
Kenworth	923	.29	9831	10505	93.58	.23	.25
Peterbilt	841	.26	9026	11067	81.56	.21	.26
Daimler-Benz Corp	1551	.48	18230	20537	88.77	.42	.48
Scania	12	-	65	-	-	-	-
Volvo White	977	.31	10275	11616	88.46	.24	.27
Western Star	269	.08	997	1044	95.50	.02	.02
Other Imports	45869	14.34	575498	487513	118.05	13.22	11.41
Miscellaneous Domestic	301	.09	4846	5282	91.75	.11	.12
U. S. Total	319928		4351750	4270865	101.89		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	276425	138059	-	-	-	-	-	-
(Dodge 1)	236993	83074	-	-	-	-	-	-
Plymouth 4	95353	-	-	-	-	-	-	-
Ford	740867	439756	3	-	-	10111	27041	9788
(Ford 2)	549034	134324	-	-	-	-	-	-
Chevrolet	658605	444159	25598	385	269	6590	9364	425
(Chev 3)	503985	163333	-	-	-	-	-	-
G M C	148541	125423	2514	218	4253	5870	18746	6472
(G M C 4)	109785	41556	-	-	-	-	-	-
International	-	-	-	-	-	19016	19514	23473
Isuzu	76053	-	4169	-	-	31	-	-
Jeep	156719	15166	-	-	-	-	-	-
(Jeep 5)	127931	13814	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	2083	2092	15067
Nissan	197472	-	-	-	-	-	292	-
Kenworth	-	-	-	-	-	-	-	9831
Peterbilt	-	-	-	-	-	-	-	9026
Daimler-Benz Corp	-	-	-	-	-	1809	1407	15014
Scania	-	-	-	-	-	-	-	65
Volvo White	-	-	-	-	-	-	1222	9053
Western Star	-	-	-	-	-	-	-	997
Other Imports	564107	8592	1118	676	284	260	461	-
Miscellaneous Domestic	-	2839	-	-	-	-	99	1908
Total	2914142	1173994	53402	1279	4806	44770	78238	101119
1985 Total	2767701	1213677	33918	815	5884	53402	71317	124151
1986 vs '85	105.29	96.73	98.48	156.93	81.68	83.84	109.70	81.45

(Name Total)-To be included in GVW 1,2 & 3
1 Includes Mini Ram, Ram Van, Ramcharger, Ram 50, Dakota, Caravan, Ram Wagon and Raider
2 Includes Banger, Bronco, Vans and Aerostar
3 Includes El Camino, Blazer, S10, Vans and Astro
4 Plymouth Includes Voyager
4 Includes Vans, Caballero, Jimmy, S15 and Safari
5 Includes Wrangler/CJ's, Cherokee, Wagoneer and Scrambler

Manufacturers' Sales Records are used in compiling Oklahoma in 1985 and 1986 REGISTRATIONS FOR THE STATE OF MASSACHUSETTS ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1986		YEAR TO DATE 1985	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	57373	.57	24162	.24
Chevrolet Spectrum	87185	.87	48142	.48
Chrysler Conquest	1030	.01	-	-
Dodge Colt	44194	.44	33108	.33
Dodge Colt Vista SW	15665	.16	10074	.10
Dodge Conquest	2321	.02	2358	.02
Ford Festiva	-	-	-	-
Plymouth Colt	41482	.41	30441	.30
Plymouth Colt Vista SW	14859	.15	9755	.10
Plymouth Conquest	2193	.02	2330	.02
AMC Merkur	13277	.13	7137	.07
Scorpio	-	-	-	-
Others	-	-	-	-
Total Domestic Sponsored Imports	279358	2.78	165513	1.65
OTHER IMPORTS				
BMW	82835	.82	82001	.82
Honda	533950	5.31	487222	4.85
Hyundai	118094	1.17	-	-
Mazda	193387	1.93	180331	1.80
Mercedes Benz	81998	.81	79693	.79
Nissan	500559	4.97	523281	5.21
Subaru	155717	1.58	152224	1.52
Toyota	517619	5.14	522685	5.21
Volkswagen	182248	1.81	179671	1.79
Volvo	105549	1.05	97561	.97
Others	307245	3.05	246981	2.46
Total Other Imports	2780801	27.63	2551650	25.42
GRAND TOTAL ALL IMPORT CARS	3060159	30.41	2717163	27.06

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	66913	1.50	82884	1.47
Dodge RAIDER	2817	.06		
OTHER IMPORTS				
Isuzu	76053	1.75	88989	1.82
Mazda	135858	3.12	104558	2.45
Mitsubishi	27514	.63	23759	.58
Nissan	197472	4.54	239824	5.61
Subaru	3481	.08	3827	.09
Suzuki	36383	.84	1350	.03
Toyota	358279	8.23	334203	7.83
Volkswagen	11184	.26	18479	.39
Others	2	-	1	-
Total Other Import Trucks	846224	19.45	792830	18.56
GRAND TOTAL ALL IMPORT TRUCKS	917754	21.09	855514	20.03

UNITED STATES SUMMARY

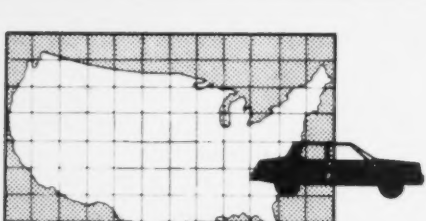
NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
+1978	8751585	3058009
+1977	10826234	2609328
+1976	10948104	2063340
+1975	10358695	1672209
+1980	8780037	2476117
+1981	8447919	2105489
+1982	7754342	2430471
+1983	8924188	2976558
(1)1984	10128729	4048998
1985	10888608	4876102

TOTALS INCLUDE ALASKA & HAWAII
+OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. R.9-88

(1) REVISED 10/85

NOVEMBER 1986 ISSUED 01/87



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DECEMBER
1986

pocket summary

of registrations

new cars

new trucks

COURTESY OF

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POLK STATISTICS

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	DECEMBER		% CHG VS '85	% IND	
	1986	1985		1986	1985
AMC	3820	7167	-51.02	.47	.84
(Alliance)	2566	4566	-56.20	.29	.54
(Encore)	751	1392	-53.95	.08	.16
(Eagle)	483	1209	-59.95	.05	.14
CHRYSLER	13721	23868	-42.53	2.19	2.81
(Laser)	899	2488	-63.87	.10	.29
(Le Baron/GTS)	8317	11986	-30.61	.92	1.40
(E/W/S Rv)	4705	9394	-49.92	.52	1.12
DODGE	38780	32798	+18.24	4.30	3.87
(Daytona)	782	2907	-73.09	.09	.34
(Omni/Shadow)	14455	7147	+102.31	1.60	.84
(Aries)	11050	7452	+48.28	1.23	.90
(Lancer)	2151	1657	+29.81	.24	.43
(600)	3315	3412	-2.84	.37	.40
(Diplomat)	2211	3471	-36.27	.25	.17
PLYMOUTH	34439	27611	+24.74	3.82	3.25
(Horizon/Sundance)	14760	17262	-14.49	1.63	2.03
(Reliant)	11259	10608	+6.14	1.25	1.24
(Caravelle)	2967	2711	+9.44	.33	.32
(Gran Fury)	1131	830	+36.27	.13	.07
CHRYSLER CORP	93479	84297	+10.89	10.36	9.93
FORD	123755	93249	+32.72	13.71	10.98
(Escort)	32626	34874	-6.45	3.62	4.11
(Mustang)	9616	11927	-19.37	1.07	1.40
(Tempo)	22865	17495	+30.69	2.54	2.06
(Taurus)	16614	1646	+909.36	1.84	.19
(LTD/Crn Vict)	12910	16974	-23.94	1.43	2.00
(T-Bird)	9072	10381	-12.61	1.01	1.22
LINCOLN	13658	14499	-5.80	1.51	1.71
(Mark VII)	2656	1564	+69.82	.29	.19
MERCURY	47489	31529	+50.66	5.26	3.72
(Lynx)	14448	8533	+69.33	1.60	1.01
(Capri)	2710	1012	+167.79	.30	.12
(Topaz)	5506	4022	+36.89	.61	.47
(Sable)	9384	878	+968.56	1.04	.10
(Marq/Gr Marq)	12642	11261	+12.26	1.41	1.33
(Cougar)	4239	7824	-45.81	.47	.92
LINC/MERC DIV	51845	45753	+13.32	5.74	5.41
FORD MOTOR CO	181548	140031	+29.65	20.11	16.49
BUICK	51954	49917	+4.08	5.75	5.93
(Skyhawk)	3971	7027	-43.49	.44	.83
(Somerset/Skylk)	6067	7481	-18.90	.67	.88
(Century)	15044	17760	-15.28	1.67	2.10
(Regal)	3970	6354	-37.52	.44	.75
(Riviera)	1983	2224	-10.83	.22	.26
CADILLAC	25308	23711	+6.73	2.80	2.79
(Allante)	-	-	-	-	-
(Cimarron)	1762	1947	-9.50	.19	.23
(Eldorado)	1778	3241	-45.14	.19	.38
(Seville)	2239	1884	+18.85	.24	.22
CHEVROLET	117027	111672	+4.80	12.96	13.14
(Chevette)	8425	8745	-3.66	.92	1.03
(Celebrity)	33157	31279	+6.01	3.69	3.68
(Corsica)	1271	-	-	.14	-
(Beretta)	1437	-	-	.15	-
(Cavalier)	22567	13144	+71.71	2.49	1.55
(Camaro)	8262	12297	-32.81	.92	1.45
(Corvette)	2268	4162	-45.51	.25	.49
(Monte Carlo)	6559	8245	-20.46	.72	.97
OLDSMOBILE	47564	74741	-36.36	5.26	8.81
(Firenza)	1511	3873	-60.97	.17	.46
(Calais)	1730	4484	-61.41	.19	.53
(Cutlass Ciera)	22281	24178	-7.85	2.47	2.85
(Cutlass)	9317	11475	-18.81	1.03	1.35
(Toronado)	1367	1544	-11.47	.15	.18
PONTIAC	69410	60728	+14.30	7.69	7.15
(1000)	887	1449	-38.78	.10	.17
(Sunbird)	5616	8744	-35.77	.62	1.03
(Grand Am)	10059	14270	-29.52	1.11	1.68
(6000)	14482	13330	+8.64	1.60	1.58
(Bonneville)	7144	3146	+127.08	.80	.37
(Firebird)	5470	6386	-14.34	.61	.75
(Fiero)	4632	4765	-2.79	.51	.56
GEN MTRS CORP	320754	317842	+.92	35.54	37.39
Misc. Domestic	-	-	+0.00	-	-
Other Import	30170	26182	+15.23	3.34	3.08
U.S TOTAL	901655	849990	+6.08	100.00	100.00

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% CHG VS '85	% IND		YEAR END 1985
	1986	1985		1986	1985	
AMC	72008	128118	-43.8	.65	1.19	128118
(Alliance)	49907	71173	-29.9	.45	.68	71472
(Encore)	14722	41514	-64.5	.13	.38	41534
(Eagle)	7379	15431	-52.2	.07	.12	15312
CHRYSLER	353704	371292	-4.7	3.16	3.41	371292
(Laser)	28321	50870	-44.3	.25	.47	50870
(Le Baron/GTS)	60650	154217	-60.7	1.45	1.42	154217
(E/W/S Hr)	160945	166205	-3.2	1.44	1.52	166205
DODGE	510139	478037	6.7	4.56	4.39	478037
(Daytona)	38547	48784	-21.0	.34	.45	48784
(Omni/Shadow)	159338	127241	25.2	1.42	1.17	127241
(Aries)	104734	114283	-8.4	.94	1.05	114283
(Lancer)	47900	47325	1.2	.43	.43	47325
(600)	61305	54681	12.1	.55	.50	54681
(Diplomat)	31810	33435	-4.9	.28	.31	33435
PLYMOUTH	415701	373209	11.4	3.73	3.44	373209
(Horizn/Sundance)	169443	135365	25.2	1.51	1.24	135365
(Reliant)	127959	137213	-6.7	1.15	1.26	137213
(Caravelle)	38622	35501	8.8	.35	.33	35501
(Gran Fury)	15503	16117	-3.8	.14	.15	16117
CHRYSLER CORP	1277579	1222538	10.5	11.47	11.23	1222538
FORD	1764434	1364829	29.3	15.84	12.54	1364829
(Escort)	401134	425347	-5.7	3.61	3.90	425347
(Mustang)	165854	157357	5.4	1.49	1.45	157357
(Tempo)	254896	278475	-8.5	2.33	2.56	278475
(Taurus)	238610	1653	-	2.14	.02	1653
(LTD/Crn Vict)	160333	345641	-53.6	1.44	3.17	345641
(T-Bird)	138602	159356	-13.0	1.24	1.46	159356
LINCOLN	169805	164295	3.4	1.52	1.51	164295
(Mark VII)	22238	20401	9.0	.20	.19	20401
MERCURY	477874	515895	-7.4	4.29	4.74	515895
(Lynx)	65889	83620	-21.2	.59	.77	83620
(Capri)	11850	15672	-24.4	.11	.14	15672
(Tovaz)	65433	73554	-11.0	.59	.68	73554
(Sable)	91341	879	-	.82	.01	879
(Marq/Gr Marq)	130478	223656	-41.7	1.17	2.05	223656
(Cougar)	112808	118554	-4.8	1.01	1.09	118554
LINC/MERC DIV	667287	688253	-3.0	5.99	6.32	688253
FORD MOTOR CO	2026221	2053082	-1.3	18.19	18.85	2053082
BUICK	757725	851031	-11.0	6.80	7.82	851031
(Skyhawk)	74172	85411	-13.2	.67	.78	85411
(Somerset/Skylrk)	112376	93259	20.5	1.01	.86	93259
(Century)	236545	233268	1.4	2.12	2.14	233268
(Regal)	77962	114047	-31.6	.70	1.05	114047
(Riviera)	22937	48831	-53.0	.21	.45	48831
CADILLAC	380240	301228	26.2	3.41	2.77	301228
(Allante)	6	-	-	-	-	-
(Cimarron)	23592	22768	3.6	.21	.21	22768
(Eldorado)	24476	60754	-59.7	.21	.56	60754
(Seville)	20644	23986	-13.9	.18	.22	23986
CHEVROLET	1693214	1658768	2.0	15.19	15.22	1658768
(Chevette)	52454	125007	-58.0	.47	1.15	125007
(Celebrity)	59729	56036	6.6	.54	.52	56036
(Corsica)	1317	-	-	.01	-	-
(Beretta)	1505	-	-	.01	-	-
(Cavalier)	262780	419697	-37.4	2.36	3.84	419697
(Camaro)	165887	246479	-32.7	1.49	2.26	245879
(Corvette)	32581	38042	-14.3	.29	.35	38042
(Nmbr Cars)	111245	111169	.1	1.00	1.02	111169
OLDSMOBILE	1044444	1067881	-2.2	9.38	9.81	1067881
(Firenza)	34436	49780	-30.8	.31	.45	49780
(Calais)	114295	122561	-6.7	1.03	1.13	122561
(Cutlass Ciera)	323607	329334	-1.7	2.90	3.03	329334
(Cutlass)	191170	218881	-12.7	1.72	2.01	218881
(Toronado)	16234	52873	-69.3	.15	.49	52873
PONTIAC	829650	785039	5.7	7.45	7.21	785048
(1000)	19144	22254	-14.0	.17	.20	22254
(Sunbird)	104795	115183	-9.0	.94	1.06	115183
(Grand Am)	198509	116535	70.3	1.79	1.07	116535
(6000)	147601	162828	-9.4	1.33	1.50	162828
(Bonneville)	49174	52754	-6.8	.44	.48	52754
(Firebird)	34521	100049	-65.5	.31	.92	100049
(Fiero)	6774	30421	-77.7	.06	.28	30421
GEN MTRS CORP	4624746	4554006	1.6	41.51	41.81	4554006
Misc. Domestic	77	248	-68.9	-	-	248
Other Import	313211	280416	11.7	2.81	2.57	280416
U.S TOTAL	11139842	10888694	2.3			10888694

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	DEC	% IND	YEAR TO DATE		% '86 VS '85	% IND	
	1986		1986	1985		1986	1985
Dodge	48922	12.37	488821	496324	94.42	9.76	10.62
Plymouth	10245	2.59	106950	104627	102.22	2.23	2.24
Ford	107178	27.12	1348988	1245805	108.28	28.10	26.65
Chevrolet	88058	22.26	1245769	1256354	99.11	25.95	26.88
G.M.C.	25178	6.62	340877	347577	98.07	7.10	7.43
International	6624	1.67	68502	73463	93.27	1.43	1.57
Isuzu	8048	2.03	89737	79048	113.52	1.87	1.69
Jeep	19844	5.01	195973	182210	107.55	4.08	3.90
Mack/Midliner	2191	.55	21823	29514	73.96	.45	.63
Nissan	16822	4.25	216212	256519	84.35	4.50	5.48
Kenworth	1081	.27	10934	11981	91.26	.23	.26
Peterbilt	1116	.28	10176	12355	82.70	.21	.26
Daimler-Benz Corp.	2610	.66	21073	23310	90.40	.44	.50
Scania	17	-	83	-	-	-	-
Volvo White	1405	.36	11919	13580	87.77	.25	.29
Western Star	125	.03	1133	1216	93.17	.02	.03
Other Imports	54684	13.82	535411	535015	113.05	11.27	11.44
Miscellaneous Domestic	435	.11	5309	5934	89.47	.11	.13
U. S. Total	395549		4801021	4675192	102.69		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	116193	152428	-	-	-	-	-	-
(Dodge 1)	273606	90269	-	-	-	-	-	-
Plymouth x	106950	-	-	-	-	-	-	-
Ford	812594	483477	10	-	-	11971	29939	10897
(Ford 2)	602508	150483	-	-	-	-	-	-
Chevrolet	715702	483554	2841R	447	300	7089	10207	451
(Chev 3)	548342	176774	-	-	-	-	-	-
G.M.C.	161347	153966	2800	237	4711	6561	18267	6938
(G.M.C 4)	113439	46073	-	-	-	-	-	-
International	-	-	-	-	-	13942	21861	26719
Isuzu	85078	-	4661	-	2	36	-	-
Jeep	178098	17879	-	-	-	-	-	-
(Jeep 5)	145837	16757	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	2284	2354	17191
Nissan	215854	-	-	-	-	-	358	-
Kenworth	-	-	-	-	-	-	-	10934
Peterbilt	-	-	-	-	-	-	-	10176
Daimler-Benz Corp.	-	-	-	-	-	2089	1671	17393
Scania	-	-	-	-	-	-	-	89
Volvo White	-	-	-	-	-	-	1383	10536
Western Star	-	-	-	-	-	-	-	1133
Other Imports	524529	9197	1281	747	522	305	529	-
Miscellaneous Domestic	-	3120	-	-	-	-	122	2067
Total	3216005	1289617	11710	1431	5475	50138	86691	114574
1985 Total	3027736	1326860	7697	956	5117	58574	78658	130049
1986 vs '85	106.21	97.19	152.14	149.79	107.02	85.59	110.20	88.10

(Memo Total):To be included in GVW 1,2 & 3

1 Includes Mini Ram, Ram van, Ramcharger, Ram 50, Dakota, Caravan, Ram Wagon and Kaiser

2 Includes Ranger, Bronco, Vans and Heliostar

3 Includes El Camino, Blazer, S10, Vans and Astro

4 Plymouth Includes Voyager

4 Includes Vans, Caballero, Jimmy, S15 and Safari

5 Includes Wrangler/CJ's, Cherokee, Wagoneer and Scrambler

Manufacturers' Sales Records are used in compiling Oklahoma in 1985 and 1986.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1986		YEAR TO DATE 1985	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	61269	.55	29723	.27
Chevrolet Spectrum	95126	.85	51696	.47
Chrysler Conquest	1875	.02	-	-
Dodge Colt	48373	.43	38211	.35
Dodge Colt Vista SW	17628	.16	11501	.11
Dodge Conquest	2441	.02	2570	.02
Ford Festiva	-	-	-	-
Plymouth Colt	45237	.41	35272	.32
Plymouth Colt Vista SW	16632	.15	11109	.10
Plymouth Conquest	2289	.02	2571	.02
XR4 Merkur	14108	.13	8063	.07
Scorpio	-	-	-	-
Others	-	-	-	-
Total Domestic Sponsored Imports	304978	2.74	190716	1.75
OTHER IMPORTS				
BMW	92992	.83	90003	.83
Honda	602758	5.41	536792	4.93
Hyundai	143436	1.29	-	-
Mazda	214930	1.93	204091	1.87
Mercedes Benz	93686	.84	88415	.81
Nissan	554102	4.97	579262	5.32
Subaru	175643	1.58	168653	1.55
Toyota	588909	5.29	575345	5.28
Volkswagen	201165	1.81	196797	1.81
Volvo	119828	1.08	106776	.98
Others	351763	3.16	274282	2.52
Total Other Imports	3139212	28.18	2820416	25.90
GRAND TOTAL ALL IMPORT CARS	3444190	30.92	3011132	27.65

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	77284	1.61	68635	1.47
Dodge RAIDER	3902	.08		
OTHER IMPORTS				
Isuzu	85038	1.77	76522	1.64
Mazda	151164	3.15	114585	2.45
Mitsubishi	31938	.67	26565	.57
Nissan	215854	4.50	256313	5.48
Subaru	3946	.08	4107	.09
Suzuki	41567	.87	2461	.05
Toyota	392735	8.18	366205	7.83
Volkswagen	12372	.26	17433	.37
Others	4	-	1	-
Total Other Import Trucks	934518	19.47	864197	18.48
GRAND TOTAL ALL IMPORT TRUCKS	1015804	21.16	932832	19.95

UNITED STATES SUMMARY

COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR NATIONAL USE. NOT FOR SALE, REPUBLISHING OR SHARING FROM THIS.

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

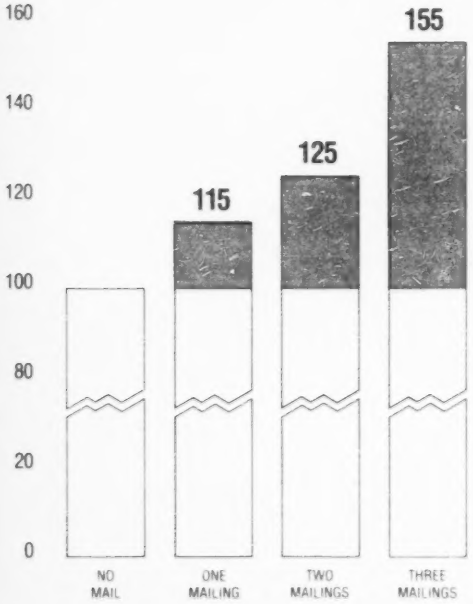
YEAR	CARS	TRUCKS
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8449419	2185489
*1982	7754142	2430471
*1983	8924186	2976558
(1)1984	10128729	4048998
1985	10888608	4675192
1986	11139842	4801021

TOTALS INCLUDE ALASKA & HAWAII
ADELAMONTH NOT AVAILABLE
R. L. POLK & CO. R 9-86

(1) REVISED 10/85

DECEMBER 1986 ISSUED 03/87

CONSIDERATION...



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JANUARY
1987

pocket summary

of registrations

new cars

new trucks

COURTESY OF

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POLK STATISTICS

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JANUARY		% '87 VS '86	% IND	
	1987	1986		1987	1986
AMC	2848	6786	41.97	.36	.74
(Alliance)	2479	4410	56.21	.31	.47
(Eagle)	369	961	38.40	.05	.11
CHRYSLER	16159	25878	62.44	2.02	2.84
(Laser)	715	2491	28.66	.09	.27
(Le Baron/GTS)	7413	12848	57.70	.93	1.42
(E/NY/5 AV)	7271	10537	69.00	.91	1.15
DODGE	34817	38192	91.16	4.35	4.18
(Daytona)	859	3154	27.24	.11	.35
(Omni/Shadow)	10780	5779	186.54	1.35	.63
(Aries)	9068	9816	92.38	1.13	1.07
(Lancer)	2274	3440	66.10	.28	.38
(600)	3200	3950	81.01	.40	.43
(Diplomat)	1424	1712	83.18	.18	.19
PLYMOUTH	30814	36312	84.86	3.85	3.98
(Horizn/Sundance)	12149	6925	175.44	1.51	.76
(Reliant)	9167	15573	58.86	1.15	1.71
(Caravelle)	2316	3049	75.96	.29	.33
(Gran Fury)	849	965	87.98	.11	.11
CHRYSLER CORP	81790	100382	81.48	10.22	11.00
FORD	107890	118096	91.36	13.49	12.94
(Escort)	26218	41153	63.70	3.28	4.52
(Mustang)	10814	12579	85.97	1.35	1.38
(Tempo)	20557	26558	76.26	2.57	2.95
(Taurus)	32077	7071	453.64	4.01	.77
(LTD/Crn Vict)	9139	16600	55.05	1.14	1.82
(T'Bird)	9096	13632	66.73	1.14	1.49
LINCOLN	15022	12641	118.84	1.88	1.39
MERCURY	32822	38698	84.82	4.10	4.23
(Capri)	195	910	21.43	.02	.10
(Topaz)	4982	5428	91.78	.62	.59
(Sable)	8330	3277	254.98	1.04	.36
(Marq/Gr Marq)	9372	10989	85.29	1.18	1.19
(Cougar)	6251	10382	60.21	.78	1.14
LINC/MERC DIV	48349	52427	92.22	6.04	5.74
FORD MOTOR CO	156239	170525	91.63	19.53	18.68
BUICK	45843	61099	75.03	5.73	6.69
(Skyhawk)	3409	5097	66.86	.43	.56
(Somerset/Skylrk)	5288	11068	47.78	.66	1.21
(Century)	13414	21577	62.17	1.67	2.37
(Regal)	3821	6239	61.24	.48	.68
(Riviera)	2216	1679	131.98	.28	.18
CADILLAC	22170	25214	87.93	2.77	2.76
(Allante)	-	-	-	-	-
(Cimarron)	1289	1913	67.38	.16	.21
(Eldorado)	1841	2210	83.30	.23	.24
(Seville)	2259	1481	152.53	.28	.16
CHEVROLET	110809	145584	75.90	13.85	16.01
(Chevette)	7157	6450	110.79	.89	.71
(Celebrity)	28107	33867	82.99	3.51	3.71
(Corsica)	3275	-	-	.41	-
(Beretta)	3017	-	-	.38	-
(Cavalier)	22537	43703	51.56	2.82	4.81
(Camaro)	7477	10786	69.32	.93	1.18
(Corvette)	1974	2557	77.22	.24	.28
(Monte Carlo)	5334	7553	70.62	.67	.83
OLDSMOBILE	59678	84196	69.69	7.37	9.23
(Firenza)	1524	3277	46.51	.19	.36
(Calais)	6934	7409	93.59	.87	.81
(Cutlass Ciera)	21171	30245	70.00	2.64	3.31
(Cutlass)	8329	20415	40.80	1.04	2.24
(Toronado)	1113	1155	96.36	.14	.13
PONTIAC	53213	65608	81.11	6.65	7.19
(1000)	975	1412	69.05	.12	.15
(Sunbird)	6328	10465	60.47	.79	1.15
(Grand Am)	18432	13107	140.67	2.07	1.44
(6000)	12191	15130	80.58	1.52	1.65
(Bonneville)	6118	4570	133.87	.76	.50
(Firebird)	5236	6049	86.56	.65	.66
(Fiero)	3640	5441	66.90	.45	.60
(Grand Prix)	1604	4344	36.92	.20	.48
GEN MTRS CORP	290713	382101	76.08	36.33	41.88
Misc. Domestic	-	12	-	-	-
Other Import	209430	252835	106.21	33.55	27.70
U S TOTAL	800126	912644	87.67		

UNITED STATES SUMMARY
JANUARY 1987 ISSUED 04/87

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '87 VS '86	% IND		YEAR END
	1987	1986		1987	1986	1986
AMC	2848	6786	41.97	.38	.74	72008
(Alliance)	2479	4410	56.21	.31	.47	49907
(Eagle)	369	961	38.40	.05	.11	7380
CHRYSLER	16159	25878	62.44	2.02	2.84	351741
(Laser)	715	2493	28.68	.09	.27	28321
(Le Baron/GTS)	7413	12848	57.70	.93	1.42	160600
(E/MY/S RV)	7271	10537	69.00	.91	1.15	160945
DODGE	3481	38192	91.16	4.35	4.19	510136
(Daytona)	859	3154	27.24	.11	.35	36547
(Omni/Shadow)	10759	5779	186.54	1.35	.63	110505
(Aries)	9068	9816	92.38	1.13	1.07	104734
(Lancer)	2274	3440	66.10	.28	.38	47900
(600)	3200	3950	81.01	.40	.43	61305
(Diplomat)	1424	1712	83.18	.18	.19	31810
PLYMOUTH	30814	36312	84.86	3.85	3.98	415701
(Horizn/Sundance)	12149	6925	175.44	1.51	.76	124754
(Reliant)	9167	15573	58.86	1.15	1.71	127969
(Caravelle)	2316	3049	75.96	.29	.33	38622
(Gran Fury)	849	866	87.89	.11	.11	15509
CHRYSLER CORP	81790	100382	81.48	10.22	11.00	1177578
FORD	107696	118098	91.36	13.45	12.94	1264434
(Escort)	26213	41153	63.70	3.28	4.52	400695
(Mustang)	10814	12579	85.97	1.35	1.38	165854
(Tempo)	20557	26958	76.26	2.57	2.95	259896
(Taurus)	32077	7071	453.64	4.01	.77	238610
(LTD/Crn Vict)	9139	16600	55.05	1.14	1.82	160333
(T'Bird)	9036	13632	66.73	1.14	1.49	138602
LINCOLN	15022	12641	118.84	1.88	1.39	169805
MERCURY	32822	38698	84.82	4.10	4.23	477874
(Capri)	195	910	21.43	.02	.10	11850
(Topaz)	4982	5428	91.78	.62	.59	65498
(Sable)	8338	3270	254.98	1.04	.36	91341
(Marq/Gr Marq)	9372	10989	85.29	1.18	1.19	130478
(Cougar)	8251	10382	80.21	.78	1.14	112818
LINC/MERC DIV	48349	52427	92.22	6.04	5.74	661787
FORD MOTOR CO	156245	170525	91.63	19.53	18.68	2026221
BUICK	45843	61099	75.03	5.73	6.69	757328
(Skyhawk)	3408	5097	66.86	.43	.56	74172
(Somerset/Skylrk)	5288	11068	47.78	.66	1.21	112375
(Century)	13414	21677	62.17	1.67	2.37	236946
(Regal)	3821	6239	61.24	.48	.68	77962
(Riviera)	2216	1679	131.98	.28	.18	22937
CADILLAC	22170	25214	87.93	2.77	2.76	300090
(Allante)	-	-	-	-	-	5
(Cimarron)	1289	1913	67.38	.16	.21	23592
(Eldorado)	1841	2210	83.30	.23	.24	24476
(Seville)	2259	1481	152.53	.28	.16	20541
CHEVROLET	110809	145984	75.90	13.85	16.01	1593234
(Chevette)	7157	6460	110.79	.89	.71	72454
(Celebrity)	28107	33867	82.99	3.51	3.71	397297
(Corsica)	3275	-	-	.41	-	1372
(Beretta)	3017	-	-	.38	-	1505
(Cavalier)	22557	43709	51.56	2.82	4.81	362780
(Camaro)	7477	10786	69.32	.93	1.18	164283
(Corvette)	1904	2597	73.32	.24	.28	32581
(Monte Carlo)	5334	7553	70.62	.67	.83	111245
OLDSMOBILE	58676	84195	69.69	7.33	9.23	1044444
(Firenza)	1524	3177	46.51	.19	.35	34470
(Calais)	6934	7409	93.59	.87	.81	114295
(Cutlass Ciera)	21171	30245	70.00	2.64	3.31	323607
(Cutlass)	8329	20419	40.80	1.04	2.24	191138
(Toronado)	1113	1155	96.36	.14	.13	16239
PONTIAC	53213	65608	81.11	6.65	7.19	829650
(1000)	975	1412	69.05	.12	.15	18142
(Sunbird)	8328	10465	60.47	.79	1.15	103925
(Grand Am)	16432	13107	125.37	2.07	1.44	198509
(6000)	12191	15130	80.58	1.52	1.65	197601
(Bonneville)	6118	4570	133.87	.76	.50	49174
(Firebird)	5236	6049	86.56	.65	.66	93521
(Fiero)	3640	5441	66.90	.45	.60	67748
(Grand Prix)	1604	4304	36.92	.20	.48	37728
GEN MTRS CORP	290713	382101	76.08	36.33	41.86	4624746
Misc. Domestic	-	10		-		77
Other Import	268530	252838	106.21	33.56	27.70	3139212
U S TOTAL	800126	912644	87.67			11339842

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	JAN	% IND	YEAR TO DATE		% '87 vs '86	% IND	
	1987		1987	1986		1987	1986
Chrysler	-	-	-	-	-	-	-
Dodge	42408	11.93	42408	34007	124.70	11.93	9.09
Plymouth	7816	2.20	7816	9133	85.58	2.20	2.44
Ford	100266	28.21	100266	104943	95.54	28.21	28.06
Chevrolet	75924	21.35	75924	99368	76.41	21.35	26.56
G.M.C.	22614	6.36	22614	27237	83.03	6.36	7.28
Hino	116	.03	116	56	207.14	.03	.01
International	4919	1.38	4919	5021	97.97	1.38	1.34
Iveco	184	.05	184	263	69.96	.05	.07
Jeep	16751	4.71	16751	17053	98.23	4.71	4.56
Mack/Midliner	1682	.47	1682	1696	99.17	.47	.45
Kenworth	987	.28	987	785	125.73	.28	.21
Peterbilt	757	.21	757	699	108.30	.21	.19
Daimler-Benz Corp.	2108	.59	2108	1590	132.58	.59	.43
Scania	15	-	15	2	750.00	-	-
Volvo White	810	.23	810	789	102.66	.23	.21
Western Star	103	.03	103	117	88.03	.03	.03
Other Imports	77837	21.89	77837	70975	109.67	21.89	18.97
Miscellaneous Domestic	300	.08	300	380	78.95	.08	.10
U. S. Total	355597		355597	374114	95.05		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Chrysler	-	-	-	-	-	-	-	-
Dodge	29302	12505	-	-	-	-	-	-
Plymouth	7816	-	-	-	-	-	-	-
Ford	59510	36931	13	-	-	729	2142	941
Chevrolet	45780	27287	1788	32	17	364	642	14
G.M.C.	9217	9865	226	26	391	437	2020	432
Hino	-	-	-	-	36	35	45	-
International	-	-	-	-	20	1137	1657	2105
Iveco	-	-	114	30	31	9	-	-
Jeep	15084	1667	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	130	245	1307
Kenworth	-	-	-	-	-	-	-	987
Peterbilt	-	-	-	-	-	-	-	757
Daimler-Benz Corp.	-	-	-	-	-	145	233	1730
Scania	-	-	-	-	-	-	-	15
Volvo White	-	-	-	-	-	-	116	694
Western Star	-	-	-	-	-	-	-	103
Other Imports	78674	428	389	-	158	123	65	-
Miscellaneous Domestic	-	149	-	-	-	-	4	147
Total	243983	88833	2530	88	653	3109	7169	9232
1986 Total	251006	100504	2323	136	91	3565	7634	8853
1987 vs '86	97.20	88.35	108.91	64.71	717.58	87.21	93.91	104.28

Manufacturers' Sales Records were used in compiling
Oklahoma in 1986

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1987		YEAR TO DATE 1986	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	3703	.46	5403	.59
Chevrolet Spectrum	8694	1.09	5007	.55
Chrysler Conquest	760	.09	-	-
Dodge Colt	3923	.49	5124	.56
Dodge Colt Vista SW	1536	.19	1412	.15
Dodge Conquest	61	.01	204	.02
Ford Festiva	-	-	-	-
Plymouth Colt	3589	.45	4765	.52
Plymouth Colt Vista SW	1323	.17	1339	.15
Plymouth Conquest	35	-	225	.02
Pontiac LeMans	-	-	-	-
XR4 Merkur	505	.06	1088	.12
Scorpio	-	-	-	-
Tracer	-	-	-	-
Others	-	-	-	-
Total Domestic Sponsored Imports	24131	3.02	24567	2.69
OTHER IMPORTS				
BMW	7821	.98	7168	.79
Honda	52525	6.56	48193	5.30
Hyundai	20925	2.62	-	-
Mazda	16763	2.10	23950	2.62
Mercedes Benz	10110	1.26	8317	.92
Nissan	38971	4.87	46551	5.11
Subaru	12567	1.57	17480	1.92
Toyota	54527	6.81	50351	5.52
Volkswagen	12096	1.51	16572	1.82
Volvo	9831	1.24	8552	.94
Others	52134	6.04	24547	2.69
Total Other Imports	268530	33.56	252838	27.70
GRAND TOTAL ALL IMPORT CARS	292661	36.58	277405	30.40

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	5877	1.65	5973	1.60
Dodge RAIDER	1085	.31		
OTHER IMPORTS				
Isuzu	8120	2.28	6972	1.86
Mazda	11750	3.30	10045	2.69
Mitsubishi	3977	1.12	2320	.62
Nissan	18348	5.16	14784	3.95
Subaru	328	.09	271	.07
Suzuki	5552	1.56	1816	.49
Toyota	28236	7.94	33486	8.95
Volkswagen	811	.23	854	.22
Others	-	-	-	-
Total Other Import Trucks	77102	21.68	70528	18.85
GRAND TOTAL ALL IMPORT TRUCKS	84064	23.64	76501	20.45

UNITED STATES SUMMARY — NOTE: IF YOUR SPECIFIC STATE REQUIRES BY R. L. POLK & COMPANY, THAT YOU DO NOT SUBMIT DATA FOR CERTAIN USE OR SALE REPORTS, DO NOT SUBMIT DATA FOR THAT STATE.

NEW VEHICLE REGISTRATIONS UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1977	10826234	3508328
*1978	10946104	3953340
*1979	10355695	3472209
*1980	8760937	2476777
*1981	8443919	2185468
*1982	7754342	2430471
*1983	8924186	2976556
(1)1984	10128728	4048898
1985	10588604	4675192
1986	11139842	4801021

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. R.I.87

(1) REVISED 10/85

JANUARY 1987 ISSUED 04/87

Extraordinary Power To Pinpoint New Car Buyers

1 POLK NEW CAR BUYER ANALYSIS

2 POLK TREE ANALYSIS

3 POLK NEW CAR BUYER FILE

POLK AUTOMOTIVE MAIL

R·L·POLK & CO.
6400 Monroe Blvd. · Taylor, MI 48180

5/11/87 C7715-3 A

FEBRUARY
1987

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	FEBRUARY		% '87 VS '86	% IND	
	1987	1986		1987	1986
AMC	2191	7018	31.22	.33	.85
(Alliance)	1907	4813	39.62	.29	.58
(Eagle)	284	801	35.46	.04	.10
CHRYSLER	16356	23554	69.44	2.44	2.86
(Laser)	747	1572	47.52	.11	.19
(Le Baron/GTS)	8868	12910	68.69	1.33	1.57
(E/NY/S AY)	6104	9072	67.28	.91	1.10
DODGE	30603	34712	88.16	4.56	4.23
(Daytona)	1309	1995	65.61	.20	.24
(Omni/Shadow)	9991	5363	186.29	1.49	.65
(Aries)	7478	7956	93.99	1.11	.98
(Lancer)	2003	4116	48.66	.30	.50
(600)	2826	4208	67.16	.42	.51
(Diplomat)	735	1628	45.15	.11	.20
PLYMOUTH	28779	30102	95.60	4.29	3.66
(Horizon/Sundance)	11091	6443	172.14	1.66	.78
(Reliant)	8471	11257	75.25	1.26	1.37
(Caravelle)	3321	2652	125.23	.49	.32
(Gran Fury)	388	1049	36.99	.06	.13
CHRYSLER CORP.	75738	88368	85.71	11.29	10.75
FORD	36572	98778	97.77	14.39	12.01
(Escort)	24009	29115	82.46	3.58	3.53
(Mustang)	14538	11253	129.19	2.17	1.37
(Tempo)	18179	23586	77.08	2.71	2.87
(Taurus)	23437	8498	275.79	3.49	1.03
(LTD/Crn Vict)	7750	13722	56.33	1.15	1.67
(T'Bird)	8679	12541	69.21	1.29	1.53
LINCOLN	9683	11583	85.32	1.47	1.41
MERCURY	28662	35880	79.88	4.28	4.36
(Capri)	164	802	20.45	.02	.10
(Topaz)	5246	5806	90.35	.78	.71
(Sable)	5900	4082	144.54	.88	.50
(Marq/Gr Marq)	7483	9381	79.77	1.13	1.14
(Cougar)	6407	10243	62.55	.95	1.23
LINC/MERC DIV.	38971	48578	80.22	5.81	5.91
FORD MOTOR CO.	135543	147356	91.98	20.20	17.92
BUICK	37543	59741	62.84	5.60	7.27
(Skyhawk)	2280	3824	59.62	.34	.47
(Somerset/Skylrk)	4961	10803	45.92	.74	1.31
(Century)	10349	19883	52.04	1.55	2.42
(Regal)	2956	8622	34.28	.44	1.05
(Riviera)	2447	1311	186.65	.36	.16
CADILLAC	18749	23297	80.48	2.79	2.83
(Allante)	1	-	-	-	-
(Cimarron)	777	1326	58.60	.12	.16
(Eldorado)	1123	1638	68.56	.17	.20
(Seville)	2413	1011	240.65	.35	.12
CHEVROLET	104231	129882	80.37	15.54	15.78
(Chevette)	3961	4253	93.13	.59	.52
(Celebrity)	26958	31199	86.41	4.02	3.79
(Corsica)	1475	-	-	.22	-
(Beretta)	1862	-	-	.28	-
(Cavalier)	30261	35917	84.25	4.50	4.37
(Camaro)	8769	10162	86.29	1.31	1.24
(Corvette)	1449	1939	74.73	.22	.24
(Monte Carlo)	3479	6749	51.55	.52	.82
OLDSMOBILE	50805	87166	58.29	7.57	10.60
(Firenza)	1088	2240	48.57	.16	.27
(Cielo)	7122	7451	95.58	1.06	.91
(Cutlass Ciera)	18016	28499	63.22	2.68	3.46
(Cutlass)	8154	20487	39.80	1.22	2.49
(Toronado)	1042	1056	98.67	.16	.13
PONTIAC	50182	65186	76.98	7.48	7.93
(1000)	989	1623	60.94	.15	.20
(Sunbird)	6465	9437	68.51	.96	1.15
(Grand Am)	17811	13537	131.57	2.65	1.65
(6000)	9291	14177	65.54	1.38	1.73
(Bonneville)	6084	4460	136.41	.91	.54
(Firebird)	4335	5871	73.84	.65	.71
(Fiero)	3254	5626	57.84	.49	.68
(Grand Prix)	1453	4139	35.11	.22	.50
GEN MTRS CORP.	261510	365072	71.63	38.98	44.41
Misc. Domestic	8	12	50	-	-
Other Import	195936	214321	91.42	29.20	26.07
U.S. TOTAL	670919	822145	81.61		

UNITED STATES SUMMARY
FEBRUARY 1987 ISSUED 04/87

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '87 VS '86	% IND		YEAR END 1986
	1987	1986		1987	1986	
AMC	5039	13804	36.50	.34	.80	72008
(Alliance)	4386	9223	47.56	.30	.54	49907
(Eagle)	653	1762	37.06	.04	.10	7380
CHRYSLER	32515	49432	65.78	2.21	2.85	351741
(Laser)	1462	4065	35.97	.10	.23	28321
(Le Baron/GTS)	16281	25758	63.21	1.11	1.49	160600
(E/NY/5 AV)	13375	19603	68.21	.91	1.13	160945
DODGE	65420	72904	89.73	4.45	4.20	510136
(Daytona)	2168	5149	42.11	.15	.30	36547
(Omni/Shadow)	20771	11142	186.42	1.41	.64	110505
(Aries)	16546	17772	93.10	1.12	1.02	104734
(Lancer)	4277	7556	56.60	.29	.44	47900
(600)	6026	8158	73.87	.41	.47	61305
(Diplomat)	2159	3340	64.64	.15	.19	31810
PLYMOUTH	59593	66414	89.73	4.05	3.83	415701
(Horizn/Sundance)	23240	13368	173.85	1.59	.77	124754
(Reliant)	17638	26830	65.74	1.20	1.54	127969
(Caravelle)	5637	5701	98.88	.38	.33	38622
(Gran Fury)	1237	2015	61.39	.08	.12	15509
CHRYSLER CORP.	157528	188750	83.46	10.71	10.88	1277578
FORD	204468	216876	94.28	13.90	12.50	1364434
(Escort)	50222	70268	71.47	3.41	4.05	400695
(Mustang)	25352	23832	106.38	1.72	1.37	165854
(Tempo)	38736	50544	76.64	2.63	2.91	259896
(Taurus)	55514	15569	356.57	3.78	.90	238610
(LTD/Crn Vict)	16869	30322	55.63	1.15	1.75	160333
(T'Bird)	17775	26173	67.91	1.21	1.51	138602
LINCOLN	24905	24224	102.81	1.69	1.40	163805
MERCURY	61484	74578	82.44	4.19	4.29	477874
(Capri)	359	1712	20.97	.02	.10	11850
(Topaz)	10228	11234	91.05	.70	.65	65498
(Sable)	14238	7352	193.66	.97	.42	91341
(Marq/Gr Marq)	16855	20370	82.74	1.15	1.17	130478
(Cougar)	12658	20625	61.37	.86	1.18	112818
LINC/MERC DIV.	87320	101005	86.45	5.94	5.82	661787
FORD MOTOR CO.	291788	317881	91.79	19.84	18.32	2026221
BUICK	83386	120840	69.01	5.67	6.97	757328
(Skyhawk)	5688	8921	63.76	.39	.51	74172
(Somerset/Skylrk)	10249	21871	46.86	.70	1.26	112375
(Century)	23763	41464	57.31	1.61	2.40	236946
(Regal)	6777	14861	45.60	.46	.86	77962
(Riviera)	4663	2990	155.95	.32	.17	22937
CADILLAC	40913	48511	84.35	2.78	2.80	300090
(Allante)	1	-	-	-	-	5
(Cimarron)	2066	3239	63.79	.14	.19	23592
(Eldorado)	2964	3848	77.03	.20	.23	24476
(Seville)	4692	2492	188.28	.32	.14	20641
CHEVROLET	215040	275666	78.01	14.62	15.88	1693234
(Chevette)	11118	10713	103.78	.76	.62	72454
(Celebrity)	55065	65066	84.63	3.75	3.75	397297
(Corsica)	4750	-	-	.32	-	1372
(Beretta)	4879	-	-	.33	-	1505
(Cavalier)	52798	79626	66.31	3.59	4.58	362780
(Camaro)	16246	20948	77.55	1.10	1.21	164283
(Corvette)	3353	4536	73.92	.23	.26	32581
(Monte Carlo)	8813	14302	61.62	.60	.82	111245
OLDSMOBILE	109483	171362	63.89	7.44	9.88	1044444
(Firenza)	2612	5517	47.34	.18	.32	34470
(Calais)	14056	14860	94.59	.96	.86	114295
(Cutlass Ciera)	39187	58744	66.71	2.65	3.38	323607
(Cutlass)	16483	40902	40.30	1.12	2.36	191138
(Toronado)	2155	2211	97.47	.15	.13	16239
PONTIAC	103395	130794	79.05	7.03	7.54	829650
(1000)	1964	3035	64.71	.13	.17	18142
(Sunbird)	12793	19902	64.28	.87	1.15	103925
(Grand AM)	34243	26644	128.52	2.33	1.54	198509
(6000)	21482	29307	73.30	1.46	1.68	197601
(Bonneville)	12202	9030	135.13	.83	.52	49174
(Firebird)	9571	11920	80.29	.65	.69	93521
(Fiero)	6894	11067	62.29	.47	.64	67748
(Grand Prix)	3057	8483	36.04	.21	.49	51728
GEN MTRS CORP	552223	747171	73.91	37.54	43.07	4624746
Misc. Domestic	-	20	5.00	-	-	77
Other Import	464466	467159	99.42	31.57	26.93	3139212
U.S TOTAL	1471045	1734787	84.80			1113942

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	FEB	% IND	YEAR TO DATE		% '87 VS '86	% IND	
	1987		1987	1986		1987	1986
Chrysler	-	-	-	-	-	-	-
Dodge	35708	10.96	78116	65548	119.17	11.47	9.11
Plymouth	6308	1.94	14124	17319	81.55	2.07	2.41
Ford	95961	29.47	196227	200484	97.88	28.82	27.86
Chevrolet	77313	23.74	153237	194484	78.79	22.49	27.03
G.M.C.	22902	7.03	45516	53394	85.25	6.66	7.42
Hino	100	.03	216	104	207.69	.03	.01
International	4244	1.30	9163	9688	94.58	1.35	1.35
Iveco	148	.05	332	422	78.67	.05	.06
Jeep	12609	3.87	29360	30905	95.00	4.31	4.30
Mack/Midliner	1210	.37	2892	3162	91.46	.42	.44
Kenworth	945	.29	1932	1450	133.24	.28	.20
Peterbilt	559	.17	1316	1403	93.80	.19	.20
Daimler-Benz Corp.	1710	.53	3818	3037	125.72	.56	.42
Scania	13	-	28	2	-	-	-
Volvo White	848	.26	1658	1556	106.56	.24	.22
Western Star	88	.03	191	216	88.43	.03	.03
Other Imports	64762	19.89	142599	135546	105.20	20.93	18.84
Miscellaneous Domestic	234	.07	534	755	70.73	.08	.10
U. S. Total	325662		681259	719475	94.69		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Chrysler	-	-	-	-	-	-	-	-
Dodge	56173	21943	-	-	-	-	-	-
Plymouth	14124	-	-	-	-	-	-	-
Ford	117502	71935	40	-	-	1314	3864	1572
Chevrolet	95862	51930	3363	46	27	767	1177	85
G.M.C.	19837	17964	390	46	750	786	4477	1266
Hino	-	-	-	-	58	57	101	-
International	-	-	-	-	40	2290	2994	3839
Iveco	-	-	181	79	57	15	-	-
Jeep	26704	2656	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	248	441	2203
Kenworth	-	-	-	-	-	-	-	1932
Peterbilt	-	-	-	-	-	-	-	1316
Daimler-Benz Corp.	-	-	-	-	-	269	468	3081
Scania	-	-	-	-	-	-	-	28
Volvo White	-	-	-	-	-	-	229	1429
Western Star	-	-	-	-	-	-	-	191
Other Imports	140669	727	743	-	179	156	125	-
Miscellaneous Domestic	-	276	-	-	-	-	6	252
Total	470871	167431	4717	171	1111	5902	13882	17174
1986 Total	483354	192511	4576	239	210	7194	14737	16654
1987 vs '86	97.42	86.97	103.08	71.55	529.05	82.04	94.20	103.12

Manufacturers' Sales Records were used in compiling Oklahoma in 1986.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1987		YEAR TO DATE 1986	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	7172	.49	10357	.69
Chevrolet Spectrum	14369	.98	9805	.57
Chrysler Conquest	1397	.09	-	-
Dodge Colt	8773	.46	9503	.55
Dodge Colt Vista SW	2812	.19	2672	.15
Dodge Conquest	99	.01	438	.03
Ford Festiva	-	-	-	-
Plymouth Colt	6139	.42	8803	.51
Plymouth Colt Vista SW	2419	.16	2492	.14
Plymouth Conquest	66	-	450	.03
Pontiac LeMans	-	-	-	-
AMC Merkur	931	.06	2203	.13
Scorpio	-	-	-	-
Tracer	-	-	-	-
Others	-	-	-	-
Total Domestic Sponsored Imports	42177	2.87	48723	2.69
OTHER IMPORTS				
BMW	12308	.84	13130	.76
Honda	91314	6.21	93629	5.40
Hyundai	38609	2.62	134	.01
Mazda	27381	1.86	42550	2.45
Mercedes Benz	16815	1.14	16033	.92
Nissan	71135	4.84	85959	4.96
Subaru	23186	1.58	31966	1.84
Toyota	90089	6.12	89587	5.17
Volkswagen	21032	1.43	31475	1.81
Volvo	15941	1.08	16349	.94
Others	56656	3.85	46247	2.67
Total Other Imports	464466	31.57	467159	26.93
GRAND TOTAL ALL IMPORT CARS	506643	34.44	513882	29.62

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	10875	1.60	12300	1.71
Dodge RAIDER	2211	.32		
OTHER IMPORTS				
Isuzu	15004	2.20	13693	1.90
Mazda	20696	3.04	18793	2.61
Mitsubishi	7528	1.11	4165	.58
Nissan	34879	5.12	30086	4.18
Subaru	575	.08	467	.06
Suzuki	11087	1.63	4221	.59
Toyota	50257	7.38	61644	8.57
Volkswagen	1370	.20	1674	.23
Others	-	-	-	-
Total Other Import Trucks	141396	20.76	134743	18.73
GRAND TOTAL ALL IMPORT TRUCKS	154482	22.68	147043	20.44

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. NO SALE, REPUBLISHING OR SHARING PERMITTED."

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2478777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	09241106	2976556
(1)1984	10128729	4048998
1985	10888608	4675192
1986	11139842	4801021

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. R.1-87

(1) REVISED 10/85

FEBRUARY 1987 ISSUED 04/87

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(6)

MARCH
1987

pocket summary

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COURTESY OF

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POLK STATISTICS

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	MARCH		% '87 VS '86	% IND	
	1987	1986		1987	1986
C	2843	6126	46.41	.34	.72
Alliance)	2425	4315	56.20	.29	.50
Eagle)	418	653	64.01	.05	.08
YSLER	23274	29349	79.30	2.81	3.46
Laser)	862	2265	38.06	.10	.27
Le Baron/GTS)	12110	14560	83.17	1.47	1.71
E/NY/5 AV)	9120	12524	72.82	1.10	1.48
GE	39157	38711	101.15	4.71	4.57
Daytona)	1957	3016	64.89	.24	.36
Omni/Shadow)	10945	6064	180.49	1.31	.72
Aries)	10620	7739	137.23	1.28	.91
Lancer)	2661	4837	55.01	.32	.57
600)	3501	4763	73.50	.42	.56
Diplomat)	820	2313	35.45	.10	.27
MOUTH	37382	29634	126.15	4.51	3.49
Horizon/Sundance)	13077	6538	200.02	1.59	.77
Reliant)	12306	9508	129.43	1.48	1.12
Caravelle)	3665	3196	114.67	.44	.38
Gran Fury)	511	1141	44.79	.06	.13
YSLER CORP.	99813	97694	102.17	12.03	11.52
D	119565	106180	112.61	14.41	12.52
Escort)	32274	29768	108.42	3.88	3.51
Mustang)	18814	14255	131.98	2.27	1.68
Tempo)	21967	20021	109.72	2.65	2.36
Taurus)	26844	15038	178.51	3.24	1.77
LTD/Crn Vict)	10201	15457	66.00	1.23	1.82
T'Bird)	9465	11584	81.71	1.14	1.37
COLN	10997	12379	88.84	1.33	1.46
CURY	35904	36806	97.55	4.33	4.34
Capri)	191	1026	18.62	.02	.12
Topaz)	6113	4758	128.48	.74	.56
Cable)	7380	6760	109.17	.89	.80
Marq/Gr Marq)	9364	11087	84.46	1.13	1.30
Cougar)	8270	8128	101.85	1.00	.96
C/MERC. DIV.	47421	50486	93.93	5.72	5.95
D MOTOR CO.	166986	156666	106.59	20.13	18.47
K	44826	53562	83.69	5.40	6.32
Skyhawk)	2860	5696	50.21	.34	.67
Somerset/Skylrk)	6299	7328	85.96	.76	.86
Century)	13115	16392	80.01	1.58	1.94
Regal)	4295	6545	65.62	.52	.77
Riviera)	2017	1321	152.69	.24	.16
ILLAC	18290	22288	82.06	2.21	2.63
Allante)	114	-	-	.01	-
Cimarron)	941	1624	57.94	.11	.19
Eldorado)	1293	1706	75.79	.16	.20
Seville)	1853	1173	157.97	.27	.14
VROLET	132316	132914	99.55	15.96	15.61
Chevette)	3149	7415	42.47	.38	.87
Celebrity)	32976	30272	108.93	3.98	3.58
Corsica)	2771	-	-	.33	-
Beretta)	3454	-	-	.42	-
Cavalier)	37921	27169	139.57	4.58	3.20
Camaro)	12788	14534	87.99	1.54	1.71
Corvette)	1992	2971	67.05	.24	.35
Monte Carlo)	4721	8855	53.31	.57	1.04
SMOBILE	63807	79225	80.54	7.69	9.34
Firenza)	1081	2980	36.28	.13	.35
Calais)	9211	9943	92.64	1.11	1.17
Cutlass Ciera)	21787	22795	95.58	2.62	2.69
Cutlass)	10835	15455	70.11	1.31	1.82
Toronado)	1254	1473	116.87	.15	.17
TIAC	58980	66480	88.72	7.11	7.84
000)	964	2125	45.36	.12	.25
Sunbird)	7936	6976	113.76	.96	.82
Grand AM)	17942	17671	101.53	2.15	2.08
6000)	10305	12808	80.46	1.24	1.51
Bonneville)	8290	3055	271.36	1.00	.36
Firebird)	6789	7788	87.17	.82	.92
Fiero)	4252	5010	84.87	.51	.59
Grand Prix)	1786	3104	57.54	.22	.37
MTRS CORP.	318219	353969	89.90	38.37	41.74
C. Domestic	1	6	16.67	-	-
r Import	241579	233627	103.40	29.13	27.55
TOTAL	829441	848068	97.80		

UNITED STATES SUMMARY
MARCH 1987 ISSUED 05/87

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '87 vs '86	% IND		YEAR END 1986
	1987	1986		1987	1986	
	7882	19930	39.55	.34	.77	72008
liance)	6811	13538	50.31	.29	.53	49907
gle)	1071	2415	44.35	.05	.09	7380
LER	55789	78781	70.82	2.43	3.05	351741
ser)	2324	6330	36.71	.10	.25	28321
Baron/GTS)	28391	40318	70.42	1.24	1.56	160600
NY/S RV)	22495	32133	70.01	.98	1.24	160945
E	104577	111615	93.69	4.54	4.32	510136
ytona)	4125	8165	50.52	.18	.32	36547
ni/Shadow)	31716	17206	184.33	1.38	.67	110505
les)	27166	25511	106.49	1.18	.98	104734
ncer)	6988	12393	56.38	.30	.48	47900
0)	9527	12921	73.73	.41	.50	61305
plomat)	2979	5653	52.70	.13	.22	31810
DGE	96975	96048	100.97	4.22	3.72	415701
rizn/Sundance)	36317	19906	182.44	1.59	.77	124754
liant)	29944	36338	82.40	1.30	1.42	127969
ravelle)	9302	8897	104.55	.40	.34	38622
on Fury)	1748	3156	55.39	.08	.12	15509
LER CORP.	257341	286444	89.84	11.19	11.09	1271578
	324033	323056	100.30	14.08	12.50	1364434
cort)	82496	100036	82.47	3.58	3.88	400695
stang)	44166	38087	115.96	1.92	1.47	165854
mpo)	60703	70565	86.02	2.64	2.73	259898
ruis)	82358	30607	269.08	3.58	1.18	238610
C/Cro Vict)	27070	44579	59.13	1.18	1.77	160333
Bird)	27240	37757	72.15	1.18	1.46	138602
LN	35302	36603	98.08	1.56	1.42	169805
RY	97388	111384	87.43	4.24	4.31	477874
pri)	550	2738	20.09	.02	.11	11850
par)	16341	15992	102.18	.71	.62	65498
ble)	21618	14112	153.19	.94	.55	91341
rq/Gr Marq)	26219	31457	83.35	1.15	1.21	130478
ugar)	20936	28753	72.81	.91	1.11	112818
MERC DIV	134741	151491	88.94	5.86	5.87	661787
MOTOR CO.	458774	474547	96.68	19.94	18.37	2026221
	128212	174402	73.52	5.57	6.75	757328
yhawk)	8548	14617	58.48	.37	.57	74172
merset/Skylrk)	16548	29199	56.67	.72	1.13	112375
ntury)	36878	57856	63.74	1.60	2.23	236946
gal)	11672	21406	51.72	.48	.83	77962
viera)	31680	4311	154.95	1.29	.17	22937
SAC	59209	70799	83.63	2.57	2.74	300090
lante)	114	-	-	-	-	5
marron)	3007	4863	61.83	.13	.19	23592
dorado)	4257	5554	76.65	.19	.21	24478
ville)	6545	3665	178.58	.28	.14	20641
ADILLAC	347356	408080	85.12	15.11	15.81	1693234
evette)	14267	18128	78.70	.62	.70	72454
lebrity)	88041	95338	92.35	3.83	3.69	397297
rsica)	7521	-	-	.33	-	1372
retta)	8333	-	-	.36	-	1505
valier)	90719	106795	84.95	3.95	4.15	382780
arol)	29034	35482	81.83	1.26	1.37	164283
rvette)	5345	7507	71.20	.23	.29	32581
nte Carlo)	15534	23117	67.44	.59	.90	112445
OBILE	173290	250587	69.15	7.53	9.70	1044444
renza)	3693	8497	43.46	.16	.33	34470
lass)	23267	24803	93.81	1.01	.96	114295
lass Ciera)	60974	81539	74.78	2.65	3.15	323607
lass)	27318	56357	48.47	1.19	2.18	191138
vonado)	3409	3284	103.81	.15	.13	16239
AC	162375	197274	82.31	7.06	7.64	829650
00)	2928	5160	56.74	.13	.20	18142
mbird)	20729	26878	77.12	.90	1.04	103925
ans AM)	52185	44315	117.76	2.28	1.72	198509
00)	31787	42115	75.48	1.38	1.63	197601
nnexille)	20492	12985	169.57	.89	.47	49174
yebird)	16360	19708	83.01	.71	.76	93521
ero)	11146	16077	69.33	.48	.62	87748
and Prix)	4843	11587	41.80	.21	.45	37728
TIAC CORP.	870442	1101142	79.05	37.84	42.64	4624746
Domestic	2	26	7.69	-	-	77
Import	706045	700786	100.75	30.69	27.13	3139212
OTAL	2300486	2582875	89.07			1113984

UNITED STATES SUMMARY

emo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	MARCH	% IND	YEAR TO DATE		% '87 VS '86	% IND	
	1987		1987	1986		1987	1986
sler	-	-	-	-	-	-	-
e	46441	11.33	124557	99846	124.75	11.41	9.16
outh	8814	2.15	22938	27194	84.35	2.10	2.50
	120538	29.40	316765	302057	104.87	29.03	27.72
rolet	99465	24.26	252702	291909	86.57	23.16	26.79
C.	29053	7.09	74569	80409	92.74	6.83	7.38
	119	.03	335	160	209.38	.03	.01
rnational	5800	1.41	14963	14323	104.47	1.37	1.31
o	170	.04	502	604	83.11	.05	.06
	14963	3.65	44323	44864	98.79	4.06	4.12
/Midliner	1898	.46	4790	4847	98.82	.44	.44
orth	965	.24	2897	2372	122.13	.27	.22
rbilt	733	.18	2049	2240	91.47	.19	.21
ler-Benz Corp.	2013	.49	5831	4599	126.79	.53	.42
ia	7	-	35	6	583.33	-	-
o White	940	.23	2598	2648	98.11	.24	.24
ern Star	89	.02	280	313	89.46	.03	.03
r Imports	77638	18.94	220237	209968	104.89	20.18	19.27
ellaneous Domestic	117	.08	851	1285	66.23	.08	.12
Total	409963		1091222	1089633	100.15		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33.6 OVER
sler	-	-	-	-	-	-	-	-
e	91105	33452	-	-	-	-	-	-
outh	22938	-	-	-	-	-	-	-
	189729	116370	84	-	-	2024	6015	2543
rolet	158519	85527	5420	102	50	1207	1773	104
C.	33753	28644	629	66	1134	1224	6967	2152
	-	-	-	-	86	103	146	-
rnational	-	-	-	-	65	4072	4755	6071
o	-	-	274	127	82	19	-	-
	40553	3770	-	-	-	-	-	-
/Midliner	-	-	-	-	-	387	694	3709
orth	-	-	-	-	-	-	-	2897
rbilt	-	-	-	-	-	-	-	2049
ler-Benz Corp.	-	-	-	-	-	415	707	4709
ia	-	-	-	-	-	-	-	35
o White	-	-	-	-	-	-	362	2236
ern Star	-	-	-	-	-	-	-	280
r Imports	217372	1055	1185	-	254	189	182	-
ellaneous Domestic	-	420	-	-	-	-	8	423
l	753969	269238	7592	295	1671	9640	21609	27208
Total	732362	290002	7450	341	531	10433	22605	25851
vs '86	102.95	92.84	101.91	86.51	314.69	91.87	95.60	105.25

Manufacturers' Sales Records were used in compiling Oklahoma in 1988.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1987		YEAR TO DATE 1986	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
TIC SPONSORED IMPORTS				
olet Sprint	11062	.48	15534	.60
olet Spectrum	20176	.88	17378	.67
ler Conquest	2579	.11	-	-
Colt	10027	.44	13952	.54
Colt Vista SW	4347	.19	4111	.15
Conquest	136	.01	728	.03
Festiva	-	-	-	-
uth Colt	9097	.40	12857	.50
uth Colt Vista SW	3811	.17	3842	.15
uth Conquest	96	-	877	.03
ac LeMans	-	-	-	-
arkur	1451	.06	3504	.14
io	-	-	-	-
r	222	.01	-	-
s	-	-	-	-
Domestic Sponsored Imports	63004	2.74	72583	2.81
IMPORTS				
	19097	.83	20019	.78
	141874	6.17	142380	5.51
ai	58556	2.55	4921	.19
	40260	1.75	63730	2.47
des Benz	24987	1.09	23708	.92
n	113336	4.93	127003	4.92
u	35622	1.55	47252	1.83
a	129372	5.62	128407	4.97
wagen	32667	1.42	47662	1.85
	23262	1.01	25379	.98
s	67012	2.78	70325	2.72
Other Imports	706045	30.69	700786	27.13
TOTAL ALL IMPORT CARS	769049	33.43	773369	29.94

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (9-16,000 LBS)

TIC SPONSORED IMPORTS				
RAM 50	17173	1.57	18421	1.69
RAIDER	3525	.32		
IMPORTS				
	22830	2.09	21445	1.97
	30827	2.82	23343	2.69
bishi	12260	1.12	6184	.57
n	54736	5.02	48859	4.48
u	782	.07	698	.06
i	18234	1.67	6962	.64
a	76720	7.03	92715	8.51
wagen	2029	.19	2582	.24
s	9	-	-	-
Other Import Trucks	218427	20.02	208788	19.16
TOTAL ALL IMPORT TRUCKS	239125	21.91	227209	20.85

D STATES SUMMARY

COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE ONLY. NOT FOR SALE, REPUBLICATION OR DOMESTIC PROMOTIONS.

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

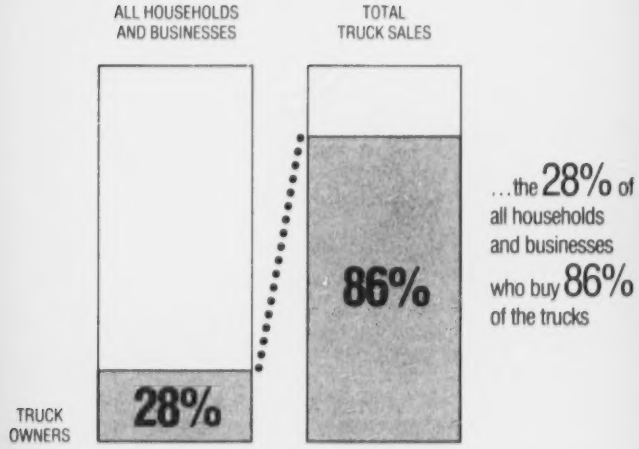
YEAR	CARS	TRUCKS
#1977	10826234	3509328
#1978	10946104	3863340
#1979	10356695	3472209
#1980	8760937	2416117
#1981	8443919	2185489
#1982	7754342	2430471
#1983	8924186	2976556
(1)1984	10128729	4048998
1985	10888608	4675192
1986	11139842	4801021

TOTALS INCLUDE ALASKA & HAWAII
#OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. R 1-87

(1) REVISED 10/86

MARCH 1987 ISSUED 05/87

CUT STRAIGHT TO THE HEART OF THE NEW TRUCK MARKET..


ALL HOUSEHOLDS AND BUSINESSES
TOTAL TRUCK SALES
86%
28%
TRUCK OWNERS
...the 28% of all households and businesses who buy 86% of the trucks

Only POLK AUTOMOTIVE MAIL can do it

R·L·POLK & CO.

6400 Monroe Blvd. · Taylor, MI 48180

7/1/87 C7715-3A

APRIL
1987

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	APRIL		% '87 VS '86	% IND	
	1987	1986		1987	1986
A.M.C.	2891	5472	52.83	.32	.60
(Alliance)	2465	3774	65.32	.27	.41
(Eagle)	426	728	58.52	.05	.08
CHRYSLER	27049	31962	84.63	3.02	3.53
(Laser)	751	2905	25.85	.08	.32
(Le Baron/GTS)	13508	15437	87.50	1.51	1.71
(E/MY/S PV)	11538	13820	84.71	1.29	1.50
DODGE	38409	41248	93.12	4.30	4.55
(Daytona)	2361	3684	64.09	.26	.41
(Omni/Shadow)	11437	6376	179.38	1.29	.70
(Aries)	9000	7973	112.88	1.01	.88
(Lancer)	2595	4614	56.24	.29	.51
(600)	3176	5984	53.07	.35	.66
(Diplomat)	917	2557	35.86	.10	.28
PLYMOUTH	33918	31393	108.04	3.79	3.46
(Horizn/Sundance)	12205	7133	171.11	1.36	.79
(Reliant)	10078	9861	102.20	1.13	1.08
(Caravelle)	3305	3869	85.42	.37	.43
(Gran Fury)	564	1361	41.44	.06	.15
CHRYSLER CORP.	99376	104603	95.00	11.11	11.54
FORD	130576	111111	117.52	14.59	12.26
(Escort)	34817	32721	108.41	3.89	3.61
(Mustang)	16947	15922	106.44	1.89	1.76
(Tempo)	23822	18351	129.81	2.66	2.02
(Taurus)	32472	17192	188.88	3.63	1.90
(LTD/Crn Vict)	12424	16541	75.11	1.39	1.83
(T'Bird)	10067	10345	97.31	1.13	1.14
LINCOLN	14998	13098	114.51	1.68	1.45
MERCURY	41847	41045	101.95	4.67	4.53
(Capri)	132	1139	11.59	.01	.13
(Topaz)	6858	4695	146.07	.77	.52
(Sable)	8849	8801	100.55	.98	.97
(Marq/Gr Marq)	10578	12060	87.69	1.18	1.32
(Cougar)	9689	8930	108.50	1.08	.99
LINC/MERC DIV.	57134	55341	103.78	6.42	6.11
FORD MOTOR CO.	188010	166452	112.95	21.01	18.37
BUICK	49528	60420	81.97	5.54	6.67
(Skyhawk)	3503	6697	52.31	.39	.74
(Somerset/Skylrk)	7184	7447	96.20	.80	.82
(Century)	14450	18478	78.20	1.63	2.05
(Regal)	4938	5906	83.58	.55	.65
(Riviera)	1556	1368	113.74	.17	.15
CADILLAC	20386	23950	85.12	2.28	2.64
(Allante)	207	-	-	.02	-
(Cimarron)	1232	2057	59.89	.14	.22
(Eldorado)	1854	1782	87.21	.17	.20
(Seville)	1562	1324	119.49	.18	.15
CHEVROLET	135864	147317	92.23	15.18	16.26
(Chevette)	2312	7667	30.16	.26	.85
(Celebrity)	31852	34128	93.33	3.55	3.77
(Corsica)	5336	-	-	.60	-
(Beretta)	8300	-	-	.70	-
(Cavalier)	28429	28996	98.04	3.18	3.20
(Camaro)	12957	17687	73.26	1.45	1.95
(Corvette)	2476	3527	70.17	.28	.39
(Monte Carlo)	5767	10156	56.77	.64	1.12
OLDSMOBILE	70408	86258	81.62	7.87	9.52
(Firenza)	1455	3396	42.84	.16	.37
(Calais)	9853	11066	89.04	1.10	1.22
(Cutlass Ciera)	24530	25139	97.58	2.75	2.78
(Cutlass)	10910	15148	72.02	1.22	1.67
(Toronado)	1533	1319	116.22	.17	.15
PONTIAC	65853	72425	90.93	7.36	7.99
(1000)	812	1905	42.62	.09	.21
(Sunbird)	8753	7349	119.10	.98	.81
(Grand Am)	20151	19382	103.97	2.25	2.14
(6000)	11517	13598	84.70	1.29	1.50
(Bonneville)	9120	3061	297.94	1.02	.34
(Firebird)	7797	9068	85.98	.87	1.00
(Fiero)	5059	5762	87.80	.57	.64
(Grand Prix)	1729	3024	57.18	.19	.33
GEN. MTRS. CORP.	342039	390370	87.62	38.23	43.08
Misc. Domestic	3	6	50.00	-	-
Other Import	262475	239368	109.65	29.33	26.41
U.S. TOTAL	894794	906271	98.73		

UNITED STATES SUMMARY
APRIL 1987 ISSUED 06/87

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '87 VS '88	% IND		YEAR END 1986
	1987	1988		1987	1988	
A.M.C.	10773	25402	42.41	.34	.73	72008
(Alliance)	9276	17312	53.58	.29	.50	49907
(Eagle)	1497	3143	47.63	.05	.09	7380
CHRYSLER	82838	110743	74.80	2.59	3.17	351741
(Laser)	3075	9235	33.30	.10	.26	28321
(Le Baron/GTS)	41899	55755	75.15	1.30	1.60	160600
(E/NY/5 AV)	34033	45753	74.38	1.07	1.31	160945
DODGE	142986	152863	93.54	4.47	4.39	510136
(Daytona)	6486	11849	54.74	.20	.34	36547
(Omni/Shadow)	43153	23582	182.99	1.35	.68	110505
(Aries)	36166	33484	108.01	1.13	.96	104734
(Lancer)	9533	17007	56.05	.30	.49	47900
(600)	12703	19305	67.19	.40	.54	61305
(Diplomat)	3896	8210	47.45	.12	.24	31810
PLYMOUTH	130893	127441	102.71	4.10	3.65	415701
(Horizn/Sundance)	48522	27039	179.45	1.53	.77	124754
(Reliant)	40022	46199	86.63	1.25	1.32	127969
(Caravelle)	12607	12766	98.75	.39	.37	38622
(Gran Fury)	2312	4517	51.18	.07	.13	15509
CHRYSLER CORP.	356717	391047	91.22	11.16	11.21	1277578
FORD	454609	434167	104.71	14.23	12.44	1364434
(Escort)	117313	132757	88.37	3.67	3.79	400695
(Mustang)	61113	54009	113.15	1.91	1.55	165854
(Tempo)	84525	88916	95.06	2.65	2.55	259895
(Taurus)	114830	47799	240.24	3.59	1.37	238610
(LTD/Crn Vict)	39494	62320	63.37	1.24	1.79	160333
(T'Bird)	37307	48102	77.56	1.17	1.38	138602
LINCOLN	50900	49701	102.41	1.59	1.42	169805
MERCURY	139235	152429	91.34	4.36	4.38	477874
(Capri)	682	3877	17.59	.02	.11	11850
(Topaz)	23199	20687	112.14	.73	.59	65498
(Sable)	30467	22913	132.97	.95	.66	91341
(Marq/Gr Marq)	36794	43517	84.55	1.15	1.26	130478
(Cougar)	30625	37683	81.27	.98	1.08	112818
LINC/MERC. DIV.	192175	206832	92.91	6.01	5.93	661787
FORD MOTOR CO.	646784	640999	100.90	20.24	18.37	2026221
BUICK	177740	234822	75.69	5.56	6.73	757328
(Skyhawk)	12051	21314	56.54	.38	.61	74172
(Somerset/Skylrk)	23712	36646	64.71	.74	1.05	112375
(Century)	51328	76334	67.24	1.60	2.19	236946
(Regal)	16008	27312	58.61	.50	.78	77962
(Riviera)	8236	5679	145.03	.26	.16	22937
CADILLAC	79595	94749	84.01	2.49	2.72	300090
(Allante)	322	-	-	.01	-	5
(Cimarron)	4239	6920	61.26	.13	.20	23592
(Eldorado)	5811	7336	79.21	.18	.22	24476
(Seville)	8127	4989	162.90	.26	.14	20641
CHEVROLET	483220	555397	87.00	15.13	15.91	1693234
(Chevette)	16579	25795	64.27	.52	.74	72454
(Celebrity)	119893	129486	92.61	3.77	3.71	397297
(Corsica)	12857	-	-	.40	-	1372
(Beretta)	14633	-	-	.46	-	1505
(Cavalier)	119148	135791	87.74	3.73	3.89	362780
(Camaro)	41991	53169	78.98	1.31	1.52	164283
(Corvette)	7820	11034	70.87	.24	.32	32581
(Monte Carlo)	19301	33315	57.93	.60	.95	111245
OLDSMOBILE	243698	336845	72.35	7.63	9.65	1044444
(Firenza)	5148	11893	43.29	.16	.34	34478
(Calais)	33128	35869	92.34	1.04	1.03	114295
(Cutlass Ciera)	85504	106678	80.15	2.68	3.05	323607
(Cutlass)	38228	71505	53.46	1.20	2.05	191138
(Toronado)	4942	4803	107.36	.15	.13	16239
PONTIAC	228228	269699	84.62	7.14	7.73	829650
(1000)	3740	7065	52.94	.12	.20	18142
(Sunbird)	29482	34227	86.14	.92	.98	103925
(Grand Am)	72336	63697	113.56	2.24	1.83	198509
(6000)	43304	55713	77.73	1.36	1.60	197601
(Bonneville)	29812	15146	195.51	.93	.43	49174
(Firebird)	24157	28776	83.95	.76	.82	93521
(Fiero)	16205	21839	74.20	.51	.63	67748
(Grand Prix)	6572	14611	44.98	.21	.42	37728
GEN. MTRS. CORP.	1212481	1491512	81.29	37.95	42.74	4624748
Misc. Domestic	5	32	15.63	-	-	77
Other Import	968520	940154	103.02	30.31	26.95	3139212
U.S. TOTAL	3195280	3489146	91.58			11139842

UNITED STATES SUMMARY

(Name Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	APRIL	% IND	YEAR TO DATE		% '87 VS '88	% IND	
	1987		1987	1988		1987	1988
Chrysler	-	-	-	-	-	-	-
Dodge	51253	11.80	175810	137239	128.10	11.53	9.21
Plymouth	11268	2.60	34206	37446	91.35	2.24	2.51
Ford	127925	29.47	444690	412405	107.83	29.13	27.67
Chevrolet	97607	22.48	350309	397065	88.22	22.96	26.63
G.M.C.	30245	6.97	104814	109836	95.43	6.87	7.37
Hino	125	.03	460	197	233.50	.03	.01
International	5733	1.32	20696	20279	102.08	1.36	1.36
Iveco	148	.03	650	799	81.35	.04	.05
Jeep	16627	3.83	60950	59568	102.32	4.00	4.00
Mack/Midliner	2347	.54	7137	6865	103.96	.47	.48
Kenworth	1315	.30	4212	3493	120.58	.28	.23
Peterbilt	1105	.25	3154	3121	101.06	.21	.21
Daimler-Benz Corp.	2553	.59	8384	6417	130.65	.55	.43
Scania	6	-	41	14	292.86	-	-
Volvo White	1146	.26	3744	3717	100.73	.25	.25
Western Star	124	.03	404	389	103.86	.03	.03
Other Imports	84341	19.42	304578	290177	104.96	19.97	19.45
Miscellaneous Domestic	340	.08	1191	1779	66.95	.08	.12
U. S. Total	434208		1525430	1490806	102.32		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Chrysler	-	-	-	-	-	-	-	-
Dodge	129839	45971	-	-	-	-	-	-
Plymouth	34206	-	-	-	-	-	-	-
Ford	264562	164764	157	-	-	2823	8749	3835
Chevrolet	216706	121088	7970	141	78	1673	2525	120
G.M.C.	47798	40736	923	88	1572	1536	9140	3021
Hino	-	-	-	-	121	136	203	-
International	-	-	-	-	95	5238	8714	8849
Iveco	-	-	342	149	134	25	-	-
Jeep	56033	4917	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	646	904	5587
Kenworth	-	-	-	-	-	-	-	4212
Peterbilt	-	-	-	-	-	-	-	3154
Daimler-Benz Corp.	-	-	-	-	-	577	889	6918
Scania	-	-	-	-	-	-	-	41
Volvo White	-	-	-	-	-	-	523	3221
Western Star	-	-	-	-	-	-	-	404
Other Imports	300665	1458	1648	-	309	237	261	-
Miscellaneous Domestic	-	621	-	-	-	-	11	559
Total	1049809	379555	11040	378	2309	12891	29919	39529
1986 Total	1000507	396278	10680	462	979	14615	30731	36554
1987 vs '88	104.93	95.78	103.37	81.82	235.65	88.20	97.36	108.14

Manufacturers' Sales Records were used in compiling
Oklahoma in 1988.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1987		YEAR TO DATE 1986	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	15283	.48	21352	.61
Chevrolet Spectrum	26696	.84	25942	.74
Chrysler Conquest	3831	.12	-	-
Dodge Colt	13750	.43	18126	.52
Dodge Colt Vista SW	5797	.18	5551	.16
Dodge Conquest	170	.01	980	.03
Ford Festiva	27	-	-	-
Plymouth Colt	12369	.39	16590	.48
Plymouth Colt Vista SW	5141	.16	5220	.15
Plymouth Conquest	117	-	931	.03
Pontiac LeMans	-	-	-	-
XR4 Markur	2040	.06	4702	.13
Scorpio	-	-	-	-
Tracer	1393	.04	-	-
Others	-	-	-	-
Total Domestic Sponsored Imports	86614	2.71	99374	2.85
OTHER IMPORTS				
BMW	26394	.83	28122	.81
Honda	193009	6.04	190512	5.46
Hyundai	78501	2.46	13915	.40
Mazda	55808	1.78	80712	2.31
Mercedes Benz	32360	1.01	31119	.89
Nissan	161414	5.05	171065	4.90
Subaru	47409	1.48	62926	1.80
Toyota	170250	5.33	165095	4.73
Volkswagen	48193	1.51	65674	1.88
Volvo	32347	1.01	34695	.99
Others	121835	3.81	98319	2.76
Total Other Imports	968520	30.31	940154	26.95
GRAND TOTAL ALL IMPORT CARS	1055134	33.02	1039528	29.79

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES(0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	23987	1.57	24426	1.64
Dodge RAIDER	5078	.33		
OTHER IMPORTS				
Isuzu	31549	2.07	29460	1.98
Mazda	41517	2.72	42057	2.82
Mitsubishi	16904	1.11	8953	.60
Nissan	75160	4.93	69372	4.65
Subaru	990	.06	972	.07
Suzuki	25955	1.70	10152	.68
Toyota	107142	7.02	124047	8.32
Volkswagen	2802	.18	3557	.24
Others	104	.01	-	-
Total Other Import Trucks	302123	19.81	288570	19.36
GRAND TOTAL ALL IMPORT TRUCKS	331188	21.71	312996	21.00

UNITED STATES SUMMARY — COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY, DUPLICATE SUBSCRIBERS FROM EXTERNAL USE. TO SALE, REPRODUCTION OR DISTRIBUTION PROHIBITED.

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1977	10828234	3509328
*1978	10984104	3883340
*1979	10358695	3472209
*1980	8780937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924188	2976558
(1)1984	10128729	4048989
1985	10988608	4875102
1986	11139842	4901021

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. R.1-87

(1) REVISED 10/85

APRIL 1987 ISSUED 06/87

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MAY
1987

pocket summary

of registrations

new cars

new trucks

COURTESY OF
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POLK STATISTICS

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	MAY		% '87 VS '86	% IND	
	1987	1986		1987	1986
A.M.C.	2699	4723	57.15	.33	.51
(Alliance)	2358	3334	70.73	.29	.36
(Eagle)	341	546	62.45	.04	.06
CHRYSLER	22809	29523	77.26	2.75	3.22
(Laser)	341	2790	12.22	.04	.30
(Le Baron/GTS)	12536	13525	92.69	1.51	1.48
(E/NY/5 Av)	8952	13208	67.78	1.08	1.44
DODGE	31304	40539	77.22	3.77	4.42
(Daytona)	2821	3688	76.49	.34	.40
(Omni/Shadow)	11119	8980	123.82	1.35	.98
(Aries)	6836	7771	87.97	.82	.85
(Lancer)	1493	3297	45.28	.18	.36
(600)	2591	6145	42.16	.31	.67
(Diplomat)	857	2608	32.86	.10	.28
PLYMOUTH	29177	34811	83.82	3.51	3.79
(Horizn/Sundance)	12464	10412	119.71	1.50	1.13
(Reliant)	7904	11738	67.34	.95	1.29
(Caravelle)	2821	3521	80.12	.34	.38
(Gran Fury)	864	1491	57.95	.10	.16
CHRYSLER CORP.	83290	104873	79.42	10.03	11.43
FORD	121574	111607	108.93	14.64	12.16
(Escort)	32465	32724	99.21	3.90	3.56
(Mustang)	13517	16567	81.59	1.63	1.81
(Tempo)	21923	18736	117.01	2.64	2.04
(Taurus)	30355	18510	163.99	3.66	2.02
(LTD/Crn Vict)	13089	14198	92.20	1.58	1.55
(T'Bird)	9799	10852	90.30	1.18	1.18
LINCOLN	13945	12965	107.56	1.68	1.41
MERCURY	39261	41078	95.58	4.73	4.48
(Capri)	104	1080	9.63	.01	.12
(Topaz)	6201	5064	122.45	.75	.55
(Sable)	7734	9064	85.33	.93	.99
(Marq/Gr Marq)	10410	11078	93.97	1.25	1.21
(Cougar)	9283	9910	93.67	1.12	1.08
LINC/MERC. DIV.	53709	55478	96.84	6.47	6.04
FORD MOTOR CO.	175283	167009	104.95	21.11	18.20
BUICK	43803	63479	69.00	5.28	6.92
(Skyhawk)	3480	6893	50.49	.42	.75
(Somerset/Skylrk)	5925	10452	56.69	.71	1.14
(Century)	12711	19871	63.97	1.54	2.16
(Regal)	4048	6239	64.88	.49	.68
(Riviera)	1367	1244	109.89	.16	.14
CADILLAC	21408	23457	91.26	2.58	2.56
(Allante)	187	-	-	.02	-
(Cimarron)	1243	1901	65.39	.15	.21
(Eldorado)	1641	1567	104.72	.21	.17
(Seville)	1617	1280	126.33	.19	.14
CHEVROLET	131791	148451	88.78	15.86	16.17
(Chevette)	1493	5645	26.45	.18	.62
(Celebrity)	30933	35737	86.41	3.72	3.89
(Corsica)	7802	-	-	.94	-
(Beretta)	8847	-	-	1.07	-
(Cavalier)	23608	30759	76.75	2.84	3.35
(Camaro)	11220	17949	62.51	1.35	1.96
(Corvette)	2282	3346	68.20	.27	.36
(Monte Carlo)	5641	9656	58.42	.68	1.05
OLDSMOBILE	60259	95129	63.34	7.26	10.37
(Firenza)	1366	3642	37.51	.16	.40
(Calais)	8623	11695	73.73	1.04	1.27
(Cutlass Ciera)	20128	28039	71.79	2.43	3.06
(Cutlass)	8330	18337	45.43	1.00	2.00
(Toronado)	1418	1122	126.38	.17	.12
PONTIAC	59506	74286	80.10	7.17	8.10
(1000)	507	1440	35.21	.06	.16
(Sunbird)	7408	9354	79.20	.89	1.02
(Grand AM)	18762	19191	97.76	2.27	2.10
(6000)	10545	14786	71.32	1.27	1.61
(Bonneville)	7979	3434	232.35	.96	.37
(Firebird)	7943	9258	85.80	.96	1.01
(Fiero)	4386	6484	67.64	.53	.71
(Grand Prix)	1282	3347	38.30	.15	.36
GEN MTRS CORP	316767	404802	78.25	38.15	44.12
Misc. Domestic	11	5	20.00	-	-
Other Import	252211	236167	106.79	30.38	25.74
U.S. TOTAL	830251	917579	90.48		

UNITED STATES SUMMARY
MAY 1987 ISSUED 07/87

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '87 VS '86	% IND		YEAR END
	1987	1986		1987	1986	1986
MC	13472	30125	44.72	.33	.68	72008
(Alliance)	11634	20646	56.35	.28	.47	49907
(Eagle)	1838	3689	49.82	.05	.08	7580
AYLER	105647	140266	75.32	2.62	3.18	351741
(Laser)	3416	12025	28.41	.08	.27	28321
(Le Baron/GTS)	54435	69280	78.57	1.35	1.57	160500
(E/NY/5 AV)	42985	58961	72.90	1.07	1.34	160945
DGE	174290	193402	90.12	4.33	4.39	510136
(Daytona)	9307	15537	59.90	.23	.35	36547
(Omni/Shadow)	54272	32562	166.67	1.35	.74	110505
(Aries)	43002	41255	104.23	1.07	.93	104734
(Lancer)	11026	20304	54.30	.27	.46	47900
(600)	15294	25050	61.05	.38	.57	61305
(Diplomat)	4753	10818	43.94	.12	.25	31810
MOUTH	160070	162252	98.66	3.98	3.68	415701
(Horizn/Sundance)	60986	37451	162.84	1.52	.85	124754
(Reliant)	47926	57937	82.72	1.19	1.31	127969
(Caravelle)	15428	16287	94.73	.38	.37	38622
(Gran Fury)	376	6008	52.86	.08	.14	15509
RYSLER CORP.	440007	495808	88.73	10.93	11.25	1271578
RD	576183	545774	105.57	14.31	12.39	1364434
(Escort)	149778	165481	90.51	3.72	3.75	460695
(Mustang)	74630	70576	105.74	1.85	1.60	165854
(Tempo)	106448	107652	98.88	2.64	2.44	259896
(Taurus)	145185	66309	218.95	3.61	1.50	238610
(LTD/Crn Vict)	52583	76516	68.72	1.31	1.74	160333
(T'Bird)	47106	58954	79.90	1.17	1.34	138602
COLN	64845	62666	103.48	1.61	1.42	169805
CURY	178496	193507	92.24	4.44	4.39	477874
(Capri)	786	4957	15.86	.02	.11	11650
(Topaz)	29400	25751	114.17	.73	.58	65498
(Sable)	38201	31977	119.46	.95	.73	91341
(Marq/Gr Marq)	47204	54595	86.46	1.18	1.24	130478
(Cougar)	39508	47393	83.38	.99	1.08	112878
NC/MERC DIV.	245884	262234	93.77	6.11	5.95	667787
RD MOTOR CO.	822067	808808	101.74	20.42	18.34	2026221
EK	221543	298301	74.27	5.50	6.77	757328
(Skyhawk)	15531	28207	55.06	.39	.64	74172
(Somerset/Skylrk)	29637	47098	62.93	.74	1.07	112375
(Century)	64039	96205	66.57	1.58	2.18	236946
(Regal)	20056	33551	59.78	.50	.76	77962
(Riviera)	9603	9923	138.71	.24	.16	22937
DILLAC	101003	118206	85.45	2.51	2.68	300090
(Allante)	509	-	-	.01	-	5
(Cimarron)	5482	8821	62.15	.14	.20	23592
(Eldorado)	7452	8903	83.70	.19	.20	24476
(Seville)	9744	6269	155.43	.24	.14	20641
EVROLET	615011	703848	87.38	15.29	15.98	1693234
(Chevette)	18072	31440	57.48	.45	.71	72454
(Celebrity)	150826	165263	91.26	3.76	3.75	397297
(Corsica)	20659	-	-	.51	-	1372
(Beretta)	23480	-	-	.58	-	1505
(Cavalier)	142756	166550	85.71	3.55	3.79	362780
(Camaro)	53211	71118	74.82	1.32	1.61	164283
(Corvette)	10102	14380	70.25	.25	.33	32581
(Monte Carlo)	24942	42971	58.04	.62	.98	111245
DSMOBILE	303957	431974	70.36	7.55	9.80	1044444
(Firenza)	6514	15535	41.93	.16	.35	34470
(Calais)	41743	47564	87.76	1.04	1.08	114295
(Cutlass Ciera)	105632	134717	78.41	2.62	3.06	323607
(Cutlass)	46558	89842	51.82	1.16	2.04	191138
(Toronado)	6360	5719	111.19	.16	.13	16239
NTIAC	287734	343985	83.65	7.15	7.81	829650
(1000)	4247	8505	49.94	.11	.19	18142
(Sunbird)	36890	43581	84.65	.92	.99	103925
(Grand Am)	91098	82888	109.90	2.25	1.89	198509
(6000)	53849	70499	76.38	1.34	1.60	197601
(Bonneville)	37591	18580	202.32	.93	.42	49174
(Firebird)	32100	38034	84.40	.80	.86	93521
(Fiero)	20591	28323	72.70	.51	.64	67748
(Grand Prix)	7854	17958	43.74	.20	.41	37728
N MTRS CORP.	1529248	1896314	80.64	38.00	43.04	4624746
sc. Domestic	6	37	16.22	-	-	77
her Import	1220731	1176321	103.78	30.32	26.69	3139212
TOTAL	4025531	4406725	91.35			11139842

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	MAY	% IND	YEAR TO DATE		% '87 VS '86	% IND	
	1987		1987	1986		1987	1986
rysler	-	-	-	-	-	-	-
dge	47164	11.69	222974	177617	125.54	11.56	9.36
ymouth	12067	2.99	46273	47273	97.88	2.40	2.49
rd	119232	29.56	563922	529932	106.41	29.24	27.91
evrolet	91885	22.78	442194	507190	87.19	22.92	26.72
M.C.	27049	6.71	131863	137374	95.99	6.84	7.24
no	130	.03	590	238	247.90	.03	.01
ternational	5077	1.26	25773	25489	101.11	1.34	1.34
eco	201	.05	851	992	85.79	.04	.05
ep	15555	3.86	76505	73170	104.56	3.97	3.86
ck/Midliner	2190	.54	9327	8848	105.41	.48	.47
rworth	1253	.31	5465	4363	125.26	.28	.23
terbilt	971	.24	4125	3930	104.96	.21	.21
imler-Benz Corp.	1968	.49	10352	8331	124.26	.54	.44
ania	9	-	50	17	294.12	-	-
lvo White	1113	.28	4857	4552	106.70	.25	.24
atern Star	152	.04	556	463	120.09	.03	.02
her Imports	76855	19.06	381433	366052	104.20	19.78	19.29
scellaneous Domestic	438	.11	1629	2214	73.58	.08	.12
S. Total	403309		1928739	1898045	101.62		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
rysler	-	-	-	-	-	-	-	-
dge	166341	56633	-	-	-	-	-	-
ymouth	46273	-	-	-	-	-	-	-
rd	333566	210337	221	-	-	3581	11349	4868
evrolet	272070	153869	10586	188	96	2060	3168	157
M.C.	60772	51576	1171	151	2060	1903	10612	3618
no	-	-	-	-	146	166	278	-
ternational	-	-	-	-	119	6177	8558	10919
eco	-	-	419	186	209	37	-	-
ep	70504	6001	-	-	-	-	-	-
ck/Midliner	-	-	-	-	-	869	1176	7282
rworth	-	-	-	-	-	-	-	5465
terbilt	-	-	-	-	-	-	-	4125
imler-Benz Corp.	-	-	-	-	-	720	1077	8555
ania	-	-	-	-	-	-	-	50
lvo White	-	-	-	-	-	-	852	4205
atern Star	-	-	-	-	-	-	-	556
her Imports	376591	1775	2079	-	382	279	327	-
scellaneous Domestic	-	795	-	-	-	-	12	822
al	1326117	480986	14476	525	3012	15792	37209	50622
6 Total	1271746	506968	14189	547	1439	17794	39177	46165
7 vs '86	104.28	94.88	102.02	95.98	209.31	88.75	94.98	109.61

Manufacturers' Sales Records were used in compiling
Oklahoma in 1986.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1987		YEAR TO DATE 1986	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
ESTIC SPONSORED IMPORTS				
rolet Sprint	19293	.48	27725	.63
rolet Spectrum	32137	.80	33408	.76
sler Conquest	4811	.12	-	-
ge Colt	16759	.42	20909	.47
ge Colt Vista SW	6834	.17	6771	.15
Festive	193	-	1186	.03
outh Colt	453	.01	-	-
outh Colt Vista SW	15159	.38	19347	.44
outh Conquest	6128	.15	6499	.15
iac LeMans	132	-	1138	.03
Merkur	-	-	-	-
psio	2507	.06	6061	.14
er	36	-	-	-
rs	3141	.08	-	-
l Domestic Sponsored Imports	-	-	-	-
	107593	2.67	123044	2.79
R IMPORTS				
a	33304	.83	35865	.81
da	239709	5.95	236780	5.37
s	97383	2.42	24904	.57
edes Benz	71584	1.78	94287	2.14
an	39465	.98	38013	.86
u	201261	5.00	211177	4.79
ta	60229	1.50	75672	1.72
wagen	214184	5.32	210414	4.77
o	65364	1.62	84079	1.91
rs	40769	1.01	44236	1.00
l Other Imports	157479	3.91	120894	2.74
	1220731	30.32	1176321	26.69
D TOTAL ALL IMPORT CARS	1328324	33.00	1299365	29.49

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

STIC SPONSORED IMPORTS				
RAM 50	29391	1.52	30607	1.61
RAIDER	6743	.35		
IMPORTS				
	38518	2.00	36156	1.90
a	51621	2.68	55484	2.92
bishi	21476	1.11	12310	.65
n	91903	4.76	87463	4.61
u	1124	.06	1195	.06
i	32581	1.69	13225	.70
a	137363	7.12	153605	8.09
wagen	3541	.18	4579	.24
s	239	.01	-	-
Other Import Trucks	378366	19.62	364017	19.18
TOTAL ALL IMPORT TRUCKS	414500	21.49	394624	20.79
D STATES SUMMARY	*COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO MANUFACTURERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SYNDICATING PROHIBITED.*			

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1977	10826234	3509328
*1978	10946104	3863340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924186	2976556
(1)1984	10128729	4048998
1985	10888608	4675192
1986	11139842	4801021

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. R.1-87

(1) REVISED 10/85

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8/25/87

JUNE
1987

pocket summary

of registrations

new cars

new trucks

COURTESY OF

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POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JUNE		% '87 VS '86	% IND	
	1987	1986		1987	1986
AMC	3197	5454	58.62	.33	.53
(Alliance)	2825	3947	71.57	.29	.39
(Eagle)	372	561	66.31	.04	.05
CHRYSLER	27678	31963	86.59	2.87	3.08
(Laser)	346	2898	11.94	.04	.28
(Le Baron/GTS)	15326	13998	109.49	1.58	1.35
(E/NY/S AV)	10896	15067	72.32	1.13	1.45
DODGE	39036	48381	80.68	4.06	4.67
(Daytona)	3945	4128	95.57	.41	.40
(Omni/Shadow)	13559	10819	125.33	1.40	1.05
(Aries)	8362	10145	82.42	.87	.98
(Lancer)	2002	3458	57.89	.21	.33
(600)	3722	7699	48.34	.39	.74
(Diplomat)	1131	2735	41.35	.12	.26
PLYMOUTH	33114	40813	81.14	3.44	3.93
(Horizn/Sundance)	14298	13274	107.71	1.49	1.28
(Reliant)	8228	13316	61.70	.85	1.27
(Caravelle)	4101	4017	102.09	.43	.39
(Gran Fury)	713	1620	44.01	.07	.16
CHRYSLER CORP	99828	121157	82.40	10.37	11.68
FORD	140739	124789	112.78	14.62	12.03
(Escort)	38944	37103	104.96	4.05	3.58
(Mustang)	17253	17280	99.84	1.79	1.67
(Tempo)	24250	20550	118.00	2.52	1.98
(Taurus)	34277	23187	147.83	3.56	2.24
(LTD/Crn Vict)	12616	14040	89.86	1.31	1.35
(T'Bird)	12136	12593	96.37	1.26	1.21
LINCOLN	16919	13989	120.95	1.76	1.35
MERCURY	46232	46031	100.44	4.79	4.44
(Capri)	90	1160	7.76	.01	.11
(Topaz)	6950	8157	117.88	.72	.59
(Sable)	8774	10008	87.67	.91	.96
(Marq/Gr Marq)	12309	11559	106.49	1.27	1.13
(Cougar)	11116	11516	96.53	1.15	1.11
LINC/MERC DIV.	64267	61597	104.33	6.67	5.94
FORD MOTOR CO.	205006	186386	109.99	21.29	17.97
BUICK	46667	71980	64.83	4.85	6.94
(Skyhawk)	3818	7714	49.49	.40	.74
(Somerset/Skylrk)	6140	13745	44.67	.64	1.32
(Century)	12318	21121	58.32	1.27	2.05
(Regal)	4792	7289	65.74	.50	.70
(Riviera)	1225	1388	88.26	.13	.13
CADILLAC	22929	24629	93.10	2.38	2.37
(Allante)	239	-	-	.02	-
(Cimarron)	1240	2217	55.93	.13	.22
(Eldorado)	1807	1504	120.15	.19	.14
(Seville)	1698	1291	131.53	.18	.12
CHEVROLET	148377	167050	88.82	15.41	16.09
(Chevette)	1027	5375	19.11	.11	.52
(Celebrity)	31057	40110	77.43	3.22	3.86
(Corsica)	12476	-	-	1.30	-
(Beretta)	13245	-	-	1.38	-
(Cavalier)	23023	37136	62.00	2.39	3.58
(Camaro)	11793	19613	60.13	1.22	1.89
(Corvette)	2579	3453	74.69	.27	.33
(Monte Carlo)	6564	10377	63.26	.68	1.00
OLDSMOBILE	66017	100183	65.90	6.86	9.66
(Firenza)	1442	3653	37.43	.15	.37
(Calais)	10157	12292	82.63	1.05	1.18
(Cutlass Ciera)	21719	30000	72.40	2.26	2.90
(Cutlass)	8239	20945	39.34	.86	2.02
(Toronado)	1864	1022	182.39	.19	.10
PONTIAC	65305	80989	80.63	6.78	7.81
(1000)	357	1441	24.77	.04	.14
(Sunbird)	7910	12235	64.65	.82	1.18
(Grand AM)	21558	19839	108.66	2.24	1.91
(6000)	11058	17184	64.35	1.15	1.66
(Bonneville)	8473	3508	241.53	.88	.34
(Firebird)	8573	10542	81.32	.89	1.02
(Fiero)	4441	6870	64.64	.46	.66
(Grand Prix)	1161	3318	34.99	.12	.32
GEN MTRS CORP	349295	444831	78.52	36.28	42.87
Misc. Domestic	4	9	44.44	-	-
Other Import	30515	27950	109.17	31.73	26.95
U. S. TOTAL	962849	1037447	92.81		

UNITED STATES SUMMARY
JUNE 1987 ISSUED 08/87

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '87 VS '86	% IND		YEAR END
	1987	1986		1987	1986	1986
AMC	16669	35579	46.85	.33	.65	72008
(Alliance)	14459	24593	58.79	.29	.45	49907
(Eagle)	2210	4250	52.00	.04	.08	7380
CHRYSLER	133325	172229	77.41	2.67	3.16	351741
(Laser)	3762	14923	25.21	.08	.27	28321
(Le Baron/GTS)	69761	83278	83.77	1.39	1.53	160600
(E/NY/5 AV)	53881	74028	72.78	1.08	1.36	160945
DODGE	213326	241783	88.23	4.28	4.44	510136
(Daytona)	13252	13665	67.39	.27	.36	36547
(Omni/Shadow)	67831	43381	156.36	1.36	.80	110505
(Aries)	51364	51400	99.93	1.03	.94	104734
(Lancer)	13028	23762	54.83	.26	.44	47900
(800)	19016	32749	58.07	.38	.60	61305
(Diplomat)	5884	13553	43.41	.12	.25	31810
PLYMOUTH	193184	203065	95.13	3.87	3.73	415701
(Horizn/Sundance)	75284	50725	148.42	1.50	.93	124754
(Reliant)	56154	71273	78.79	1.13	1.31	127969
(Caravelle)	19529	20304	96.18	.39	.37	38622
(Gran Fury)	3889	7628	50.98	.08	.14	15509
CHRYSLER CORP	539835	617077	87.48	10.82	11.33	1277578
FORD	716922	670563	106.91	14.37	12.32	1364434
(Escort)	188722	202584	93.16	3.78	3.74	400695
(Mustang)	91883	87856	104.58	1.84	1.61	165854
(Tempo)	130698	128202	101.95	2.62	2.35	259898
(Taurus)	179462	89496	200.53	3.60	1.64	238010
(LTD/Crn Vict)	65199	90556	72.00	1.31	1.66	180333
(T'Bird)	59244	71547	82.80	1.19	1.31	138602
LINCOLN	81764	76655	106.66	1.64	1.41	169805
MERCURY	224728	239538	93.82	4.51	4.40	477874
(Capri)	876	6117	14.32	.02	.11	11850
(Topaz)	36350	31908	113.92	.73	.59	65498
(Sable)	46975	41985	111.89	.94	.77	91341
(Marq/Gr Marq)	59513	66154	89.96	1.20	1.21	130478
(Cougar)	51024	59109	86.32	1.02	1.09	112818
AMC/MERC DIV.	310151	323831	95.78	6.22	5.95	661787
FORD MOTOR CO.	1027073	994394	103.29	20.59	18.27	2026221
BUICK	268210	370281	72.43	5.38	6.80	757328
(Skyhawk)	19349	35921	53.87	.39	.66	74192
(Somerset/Skylrk)	35777	60843	58.80	.72	1.12	112375
(Century)	76357	117326	65.08	1.53	2.15	236946
(Regal)	24848	40804	60.89	.50	.75	77952
(Riviera)	10828	8311	130.29	.22	.15	22937
CADILLAC	123932	142835	86.77	2.48	2.62	300090
(Allante)	748	-	-	.01	-	5
(Cimarron)	6722	11038	60.90	.13	.20	23592
(Eldorado)	9259	10407	88.97	.19	.19	24476
(Seville)	11442	7560	151.35	.23	.14	20641
CHEVROLET	763388	870898	87.66	15.30	16.01	1693234
(Chevette)	19099	36815	51.88	.38	.68	72454
(Celebrity)	181883	205373	88.56	3.66	3.78	397297
(Corsica)	33135	-	-	.66	-	1372
(Beretta)	36725	-	-	.74	-	1955
(Cavalier)	165779	203686	81.39	3.32	3.74	362780
(Camaro)	65004	90731	71.64	1.30	1.67	164283
(Corvette)	12681	17813	71.11	.25	.33	32581
(Monte Carlo)	31696	53348	59.06	.63	.98	111245
OLDSMOBILE	369874	532157	69.52	7.42	9.77	1044444
(Firenza)	7956	19388	41.04	.16	.36	34470
(Calais)	51900	59856	86.71	1.04	1.10	114295
(Cutlass Ciera)	127351	164717	77.32	2.56	3.03	323607
(Cutlass)	54797	110787	49.46	1.10	2.03	191138
(Toronado)	8224	6747	121.89	.16	.12	16239
PONTIAC	353039	424974	83.07	7.08	7.81	829650
(1000)	4604	9946	46.29	.09	.18	18142
(Sunbird)	44800	55816	80.26	.90	1.03	103925
(Grand AM)	112656	102727	109.67	2.26	1.88	198509
(6000)	64907	87683	74.02	1.30	1.61	197601
(Bonneville)	46064	22088	208.55	.92	.41	49174
(Firebird)	40673	48576	83.73	.82	.89	93521
(Fiero)	25032	35193	71.13	.50	.65	67748
(Grand Prix)	9015	21276	42.37	.18	.39	37728
GEN MTRS CORP	1878543	2341145	80.24	37.66	43.01	4624746
Misc. Domestic	10	46	21.74	-	-	77
Other Import	1526250	1455927	104.83	30.60	26.74	3139212
U.S TOTAL	4988380	5444168	91.63			11139842

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	JUNE	% IND	YEAR TO DATE		% '87 VS '86	% IND	
	1987		1987	1986		1987	1986
hrysler	-	-	-	-	-	-	-
odge	56816	11.71	279790	220870	126.68	11.59	9.44
lymouth	16079	3.31	62352	58171	107.19	2.58	2.49
ord	144019	29.69	707941	655453	108.01	29.33	28.02
hevrolet	115316	23.77	557510	625797	89.09	23.10	26.74
M.C.	31123	6.42	162986	169796	95.99	6.75	7.26
ino	150	.03	740	307	241.04	.03	.01
nternational	6165	1.27	31938	30918	103.30	1.32	1.32
eco	224	.05	1075	1173	91.65	.04	.05
eep	18074	3.73	94579	88708	106.62	3.92	3.79
ack/Midliner	2313	.48	11640	11039	105.44	.48	.47
enworth	1205	.25	6670	5143	129.69	.28	.22
eterbilt	1121	.23	5246	4689	111.88	.22	.20
aimler-Benz Corp.	2619	.54	12971	10380	124.95	.54	.44
anie	7	-	87	22	259.09	-	-
olvo White	1068	.22	5925	5521	107.32	.25	.24
estern Star	123	.03	679	540	125.74	.03	.02
ther Imports	88241	18.19	469674	448657	104.68	19.46	19.17
iscellaneous Domestic	387	.08	2016	2797	72.08	.08	.12
. S. Total	485050		2413789	2339981	103.15		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
rysler	-	-	-	-	-	-	-	-
dge	210347	69443	-	-	-	-	-	-
ymouth	62352	-	-	-	-	-	-	-
rd	420275	262902	277	-	-	4330	14045	6112
evrolet	343131	193926	13601	242	129	2455	3828	198
M.C.	76734	63931	1454	187	2614	2264	11611	4191
no	-	-	-	-	192	206	342	-
nternational	-	-	-	-	164	7296	10650	13828
eco	-	-	517	227	280	51	-	-
ep	87432	7147	-	-	-	-	-	-
ck/Midliner	-	-	-	-	-	1099	1445	9096
nworth	-	-	-	-	-	-	-	6670
terbilt	-	-	-	-	-	-	-	5246
mler-Benz Corp.	-	-	-	-	-	837	1272	10862
nia	-	-	-	-	-	-	-	57
lvo White	-	-	-	-	-	-	812	5113
stern Star	-	-	-	-	-	-	-	679
her Imports	463731	2116	2575	-	486	334	432	-
scellaneous Domestic	-	1006	-	-	-	-	14	996
tal	1664002	600471	18424	656	3865	18872	44451	63048
86 Total	1567424	628341	17746	638	2120	21136	46445	56131
87 vs '86	106.16	95.56	103.82	102.82	182.31	89.29	95.71	112.32

Manufacturers' Sales Records were used in compiling Oklahoma in 1988.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1987		YEAR TO DATE 1986	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
ESTIC SPONSORED IMPORTS				
evrolet Sprint	23873	.48	54293	.83
evrolet Spectrum	38558	.77	41353	.76
ysler Conquest	5921	.12	-	-
dge Colt	20434	.41	24239	.45
dge Colt Vista SW	8067	.16	8298	.15
dge Conquest	214	-	1436	.03
rd Festiva	1716	.03	-	-
mouth Colt	18580	.37	22215	.41
mouth Colt Vista SW	7385	.15	7994	.15
mouth Conquest	147	-	1369	.03
ntiac Fathens	1080	.02	-	-
Merkur	3075	.06	7638	.14
rgio	584	.01	-	-
cer	6138	.12	-	-
ers	-	-	-	-
al Domestic Sponsored Imports	135779	2.72	148835	2.73
ER IMPORTS				
	40931	.82	44356	.81
da	298262	5.94	286923	5.27
ndai	122978	2.43	38215	.70
zda	91229	1.83	110929	2.04
cedes Benz	47654	.96	45091	.83
san	241848	4.97	262137	4.83
aru	75277	1.51	89727	1.65
ota	270688	5.43	266910	4.90
kswagen	85095	1.71	104783	1.92
vo	49854	1.00	56163	1.03
ers	200434	4.02	150097	2.76
al Other Imports	1526250	30.60	1455927	26.74
ND TOTAL ALL IMPORT CARS	1662022	33.32	1604762	29.48

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

ESTIC SPONSORED IMPORTS				
dge RAM 50	34956	1.45	37095	1.59
dge RAIDER	8561	.35		
ER IMPORTS				
zu	46519	1.93	42495	1.82
da	63467	2.63	69423	2.97
subishi	26925	1.12	15110	.65
san	110552	4.58	106707	4.56
aru	1227	.05	1454	.06
uki	39730	1.65	17179	.73
ota	172552	7.15	187908	8.03
kswagen	4450	.18	5913	.25
ers	425	.02	-	-
al Other Import Trucks	465847	19.30	446189	19.07
ND TOTAL ALL IMPORT TRUCKS	509354	21.10	483284	20.65

ITED STATES SUMMARY — (COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE ONLY. RE-SALE, REPRINTING OR SHARING PROHIBITED.)

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8024186	2976556
[1]1984	10128729	4048988
1985	10888600	4675192
1986	11139942	4801021

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. R.1-87

(1) REVISED 10/85

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JULY
1987

pocket summary

of registrations

new cars

new trucks

COURTESY OF

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POLK STATISTICS

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JULY		% '87 VS '86 %	% IND	
	1987	1986		1987	1986
AMC	2721	5374	50.63	.30	.56
(Alliance)	2406	3759	64.01	.26	.39
(Eagle)	315	488	64.55	.03	.05
CHRYSLER	25803	32230	80.06	2.87	3.33
(Laser)	286	2716	10.53	.03	.28
(Le Baron/GTS)	16185	14109	114.71	1.80	1.46
(E/MY/5 AY)	8277	15405	53.73	.92	1.59
DODGE	34133	44423	76.84	3.79	4.59
(Daytona)	3920	4133	94.85	.44	.43
(Omni/Shadow)	10489	9707	108.06	1.16	1.00
(Aries)	7187	8980	80.03	.80	.93
(Lancer)	1999	3704	53.97	.22	.38
(800)	3065	5771	53.11	.34	.60
(Diplomat)	999	2722	36.70	.11	.28
PLYMOUTH	25207	35394	74.04	2.92	3.65
(Horizn/Sundance)	10813	12523	86.30	1.21	1.29
(Reliant)	5901	9420	62.64	.66	.97
(Caravelle)	2902	3219	90.15	.32	.33
(Gran Fury)	749	1340	55.90	.08	.14
CHRYSLER CORP	86143	112047	76.88	9.58	11.57
FORD	121825	119375	102.05	13.56	12.32
(Escort)	34460	37960	101.47	3.83	3.50
(Mustang)	15207	16591	91.66	1.69	1.71
(Tempo)	18066	21174	85.32	2.01	2.19
(Taurus)	29820	21960	135.79	3.32	2.27
(LTD/Crn Vict)	10479	13818	75.84	1.17	1.43
(T'Bird)	11857	11829	100.24	1.32	1.22
LINCOLN	14403	13045	110.41	1.60	1.35
MERCURY	43514	44097	98.68	4.84	4.55
(Capri)	62	1251	4.96	.01	.13
(Topaz)	5563	6385	87.13	.62	.66
(Sable)	8762	8444	103.77	.97	.87
(Marq/Gr Marq)	11506	11363	101.26	1.28	1.17
(Cougar)	10899	11354	95.99	1.21	1.17
LINC/MERC DIV	59358	58374	101.69	6.60	6.03
FORD MOTOR CO	181183	177749	101.93	20.16	18.35
BUICK	44242	63313	69.88	4.92	6.54
(Skyhawk)	3088	6123	50.43	.34	.63
(Somerset/Skylrk)	5747	11279	50.95	.64	1.16
(Century)	10471	18405	56.89	1.16	1.92
(Regal)	4940	6829	72.34	.55	.70
(Riviera)	1067	1462	72.98	.12	.15
CADILLAC	19450	21945	88.63	2.16	2.27
(Allante)	212	-	-	.02	-
(Cimarron)	1137	1855	61.29	.13	.19
(Eldorado)	1871	1644	101.64	.18	.17
(Seville)	1579	1248	126.52	.18	.13
CHEVROLET	136470	153471	88.92	15.19	15.83
(Chevette)	709	4890	14.50	.08	.50
(Celebrity)	23648	35072	67.43	2.64	3.62
(Corsica)	12658	-	-	1.41	-
(Beretta)	13702	-	-	1.52	-
(Cavalier)	23014	35538	64.76	2.58	3.66
(Camaro)	10229	16557	61.78	1.14	1.71
(Corvette)	2083	2906	71.68	.23	.30
(Monte Carlo)	6082	9508	63.97	.68	.98
OLDSMOBILE	61081	88664	68.87	6.80	9.15
(Firenza)	1450	2787	52.03	.16	.29
(Calais)	9166	11010	83.25	1.02	1.14
(Cutlass Ciera)	19025	26611	71.49	2.12	2.74
(Cutlass)	9495	17866	53.15	1.06	1.84
(Toronado)	1449	1087	133.30	.16	.11
PONTIAC	62399	74549	83.70	6.94	7.70
(1000)	292	1397	20.90	.03	.14
(Sunbird)	7105	11776	60.33	.79	1.22
(Grand Am)	19498	16568	117.68	2.16	1.71
(6000)	9654	16940	56.99	1.07	1.76
(Bonneville)	7963	3089	257.79	.89	.32
(Firebird)	7152	9684	73.85	.80	1.00
(Fiero)	4112	6293	65.34	.46	.65
(Grand Prix)	989	2952	33.50	.11	.30
GEN MTRS CORP	323642	401362	80.62	36.01	41.49
Misc. Domestic	23	6	383.33	-	-
Other Import	70513	271606	112.15	33.95	28.04
U.S TOTAL	898857	968744	92.79		

UNITED STATES SUMMARY
JULY 1987 ISSUED 09/87

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '87 VS '88	% IND		YEAR END
	1987	1988		1987	1988	1988
AMC	19390	40953	47.35	.33	.64	72008
(Alliance)	16865	28352	59.48	.29	.45	49907
(Eagle)	2525	4738	53.29	.04	.07	7380
CHRYSLER	159128	204459	77.83	2.70	3.19	351741
(Laser)	4048	17639	22.95	.07	.28	28321
(Le Baron/GTS)	85946	97387	88.25	1.45	1.52	160600
(E/NY/S Av)	62158	89433	69.50	1.06	1.39	160945
DODGE	247459	286206	86.46	4.20	4.46	510136
(Daytona)	17172	23798	72.16	.29	.37	36547
(Omni/Shadow)	78320	53088	147.53	1.32	.83	110505
(Aries)	58551	60380	96.97	.99	.94	104734
(Lancer)	15027	27466	54.71	.26	.43	47900
(600)	22081	38520	57.32	.38	.60	61305
(Diplomat)	6883	16275	42.29	.12	.25	31810
PLYMOUTH	219391	238459	92.00	3.73	3.72	415701
(Horizn/Sundance)	86097	63254	136.11	1.47	.99	124754
(Reliant)	62055	80693	76.90	1.05	1.25	127969
(Caravelle)	22431	23523	95.36	.38	.37	38622
(Gran Fury)	4638	8968	51.72	.08	.14	15509
CHRYSLER CORP	625978	729124	85.85	10.63	11.37	1277578
FORD	838747	789938	106.18	14.24	12.32	1364434
(Escort)	223182	236544	94.35	3.78	3.68	400695
(Mustang)	107090	104447	102.53	1.82	1.63	165854
(Tempo)	148764	149376	99.59	2.53	2.33	259896
(Taurus)	209282	111456	187.77	3.55	1.74	238610
(LTD/Crn Vict)	75678	104374	72.51	1.29	1.63	160333
(T'Bird)	71099	83376	85.28	1.21	1.30	136602
LINCOLN	96167	89700	107.21	1.63	1.40	169805
MERCURY	268242	283635	94.57	4.56	4.42	477874
(Capri)	938	7368	12.73	.02	.11	11850
(Topaz)	41913	38293	109.45	.71	.60	65498
(Sable)	55737	50429	110.53	.95	.79	91341
(Marq/Gr Marq)	71019	77517	91.62	1.21	1.20	130478
(Cougar)	61923	70463	87.88	1.05	1.10	112818
FDC/MERC DIV	369509	382205	96.68	6.28	5.96	661787
FORD MOTOR CO	1208256	1172143	103.08	20.52	18.28	2026221
BUICK	312452	433594	72.06	5.31	6.76	757328
(Skyhawk)	22437	42044	53.37	.38	.66	74172
(Somerset/Skylrk)	41514	72122	57.57	.71	1.12	112375
(Century)	86828	135731	63.97	1.47	2.12	236946
(Regal)	29788	47669	62.49	.51	.74	77662
(Riviera)	11895	9773	121.71	.20	.15	22952
CADILLAC	143382	164780	87.01	2.44	2.57	300090
(Allante)	960	-	-	.02	-	5
(Cimarron)	7859	12893	60.96	.13	.20	23592
(Eldorado)	10930	12051	90.70	.19	.19	24476
(Seville)	13021	8808	147.83	.22	.14	20641
CHEVROLET	899858	1024369	87.85	15.28	15.97	1693234
(Chevette)	19808	41705	47.50	.34	.65	72454
(Celebrity)	205531	240445	85.48	3.47	3.75	397297
(Corsica)	45793	-	-	.78	-	1372
(Beretta)	60427	-	-	.86	-	1505
(Cavalier)	188793	239224	78.92	3.21	3.73	362760
(Camaro)	75233	107288	70.12	1.28	1.67	164283
(Corvette)	14764	20739	71.19	.25	.32	32581
(Monte Carlo)	37588	62856	59.80	.64	.98	111145
OLDSMOBILE	431055	620841	69.43	7.32	9.68	1044444
(Firenza)	9406	22175	42.42	.16	.35	34470
(Calais)	61066	70866	86.17	1.04	1.11	114295
(Cutlass Ciera)	146376	191328	76.51	2.49	2.97	323607
(Cutlass)	84292	128653	49.97	1.09	2.01	191138
(Toronado)	9673	7634	123.47	.16	.12	16239
PONTIAC	415438	499523	83.17	7.06	7.79	829650
(1000)	4896	11343	43.16	.08	.18	18142
(Sunbird)	51905	67592	76.79	.88	1.05	103925
(Grand AM)	132154	119295	110.78	2.24	1.86	198509
(6000)	74561	104623	71.27	1.27	1.63	197601
(Bonneville)	54027	25177	214.59	.92	.39	49174
(Firebird)	47825	58260	82.09	.81	.91	93521
(Fiero)	29144	41486	70.25	.50	.65	67748
(Grand Prix)	10004	24228	41.29	.17	.38	37728
GEN MTRS CORP	2202185	2743107	80.28	37.41	42.77	4624746
Misc. Domestic	39	52	75.00	-	-	77
Other Import	1831389	1727533	106.01	31.11	26.94	3139212
U.S. TOTAL	5887237	6412912	91.80			11139842

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	JULY		YEAR TO DATE		% '87 VS '86	% IND	
	1987	% IND	1987	1986		1987	1986
Chrysler	-	-	-	-	-	-	-
Dodge	53736	11.82	333526	259060	128.74	11.63	9.40
Plymouth	15709	3.46	78061	67235	116.10	2.72	2.44
Ford	129717	28.54	837658	775076	108.07	29.18	28.15
Chevrolet	109663	24.13	667173	734685	90.81	23.26	26.66
G.M.C.	29400	6.47	192386	199507	96.43	6.71	7.24
Hino	146	.03	886	374	236.90	.03	.01
International	5876	1.29	37814	36587	103.35	1.32	1.33
Iveco	218	.05	1293	1387	93.22	.05	.05
Jeep	16629	3.66	111208	104380	106.54	3.88	3.79
Mack/Midliner	2056	.45	13696	13088	104.65	.48	.47
Kenworth	1024	.23	7694	5912	130.14	.27	.21
Peterbilt	986	.22	6232	5501	113.29	.22	.20
Daimler-Benz Corp.	2376	.52	15347	11916	128.79	.54	.43
Scania	6	-	63	25	252.00	-	-
Volvo White	771	.17	6696	6617	101.19	.23	.24
Western Star	106	.02	785	620	126.61	.03	.02
Other Imports	85780	18.87	555454	530198	104.76	19.37	19.24
Miscellaneous Domestic	318	.07	2334	3302	70.68	.08	.12
U. S. Total	454517		2868306	2755470	104.09		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Chrysler	-	-	-	-	-	-	-	-
Dodge	252592	80934	-	-	-	-	-	-
Plymouth	78061	-	-	-	-	-	-	-
Ford	500698	307898	329	-	-	5112	16447	7174
Chevrolet	410864	232034	16150	325	159	2990	4407	244
G.M.C	91526	75321	1744	230	3242	2884	12839	4600
Hino	-	-	-	-	241	237	408	-
International	-	-	-	-	201	8919	12685	16009
Iveco	-	-	619	272	344	58	-	-
Jeep	102937	8271	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	1261	1642	10793
Kenworth	-	-	-	-	-	-	-	7694
Peterbilt	-	-	-	-	-	-	-	6232
Daimler-Benz Corp.	-	-	-	-	-	937	1463	12947
Scania	-	-	-	-	-	-	-	63
Volvo White	-	-	-	-	-	-	947	5749
Western Star	-	-	-	-	-	-	-	785
Other Imports	548320	2447	3181	-	585	397	524	-
Miscellaneous Domestic	-	1178	-	-	-	-	14	1142
Total	1984998	708083	22023	827	4772	22795	51376	73432
1986 Total	1845941	740889	21304	787	2669	25003	53276	65601
1987 vs '86	107.53	95.57	103.37	105.08	178.79	91.17	96.43	111.94

Manufacturers' Sales Records were used in compiling Oklahoma in 1986.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1987		YEAR TO DATE 1986	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	28318	.48	40090	.63
Chevrolet Spectrum	45854	.78	48844	.76
Chrysler Conquest	6976	.12	-	-
Dodge Colt	24163	.41	27685	.43
Dodge Colt Vista SW	9579	.16	9771	.15
Dodge Conquest	231	-	1663	.03
Ford Festiva	3652	.06	-	-
Plymouth Colt	22036	.37	25482	.40
Plymouth Colt Vista SW	8710	.15	9410	.15
Plymouth Conquest	152	-	1602	.02
Pontiac LeMans	5891	.10	-	-
X64 Merkur	3681	.06	8870	.14
Scorpio	1419	.02	-	-
Tracer	9822	.17	-	-
Others	-	-	-	-
Total Domestic Sponsored Imports	170484	2.90	173417	2.70
OTHER IMPORTS				
BMW	48675	.83	52544	.82
Honda	352013	5.98	334894	5.22
Hyundai	148585	2.52	53458	.83
Mazda	112827	1.92	126573	1.97
Mercedes Benz	54936	.93	51157	.80
Nissan	294845	5.01	314574	4.91
Subaru	89342	1.52	103237	1.61
Toyota	325843	5.53	319994	4.99
Volkswagen	102593	1.74	123361	1.92
Volvo	58863	1.00	67603	1.05
Others	243087	4.13	180138	2.81
Total Other Imports	1831389	31.11	1727533	26.94
GRAND TOTAL ALL IMPORT CARS	2001873	34.00	1900950	29.64

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	41117	1.43	42360	1.54
Dodge RAIDER	10406	.36		
OTHER IMPORTS				
Isuzu	54076	1.89	49137	1.78
Mazda	74684	2.60	82341	2.99
Mitsubishi	32552	1.13	17404	.63
Nissan	129943	4.53	124918	4.53
Subaru	1304	.05	1739	.06
Suzuki	46816	1.63	21322	.77
Toyota	205471	7.16	223296	8.10
Volkswagen	5254	.18	7125	.26
Others	667	.02	-	-
Total Other Import Trucks	550787	19.20	527282	19.14
GRAND TOTAL ALL IMPORT TRUCKS	602290	21.00	569642	20.67
UNITED STATES SUMMARY	*COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY, SUPPLIED TO SOURCE AREA FOR INTERNAL USE. NO SALE, REPUBLISHING OR SHARING PROHIBITED.*			

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
#1977	10826234	3509328
#1978	10946104	3963340
#1979	10358695	3472209
#1980	8760937	2476777
#1981	8443919	2185489
#1982	7754342	2430471
#1983	8924186	2976556
(1)1984	10128720	4048998
1985	10888608	4675192
1986	11139042	4801021

TOTALS INCLUDE ALASKA & HAWAII
#OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. R 1-87

(1) REVISED 10/86

JULY 1987 ISSUED 09/87

NEW CAR BUYERS RATE MAIL BROCHURES AS MORE HELPFUL THAN AUTOMOTIVE ADVERTISING IN:

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AUGUST
1987

pocket summary

of registrations

new cars

new trucks

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POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	AUGUST		% '87 VS '86	% IND	
	1987	1986		1987	1986
N.C.	2680	5667	47.29	.30	.61
(Alliance)	2425	3444	70.41	.27	.37
(Eagle)	255	175	68.00	.03	.04
RYSLER	26578	29611	89.76	2.94	3.20
(Laser)	237	2420	9.79	.03	.26
(Le Baron/GTS)	16459	13068	125.95	1.81	1.41
(E/NY/S AY)	8843	14123	62.61	.98	1.53
ODGE	30707	45023	68.20	3.41	4.87
(Daytona)	3979	3536	112.53	.44	.38
(Omni/Shadow)	8390	11759	71.35	.93	1.27
(Aries)	4324	7176	60.26	.48	.78
(Lancer)	1967	4096	48.02	.22	.44
(600)	3118	4596	67.84	.35	.50
(Diplomat)	1221	2711	45.04	.14	.29
LYMOUTH	23139	33767	68.53	2.56	3.65
(Horizn/Sundance)	8605	12411	69.33	.94	1.34
(Reliant)	4378	7816	56.01	.49	.85
(Caravelle)	2756	2076	132.76	.31	.22
(Gran Fury)	561	1299	43.19	.06	.14
RYSLER CORP.	80424	108401	74.19	8.91	11.72
ORD	119017	109661	108.53	13.18	11.86
(Escort)	35520	31990	111.03	3.93	3.47
(Mustang)	12860	15607	82.40	1.42	1.69
(Tempo)	15498	21023	73.72	1.72	2.27
(Taurus)	30895	17921	172.40	3.42	1.94
(LTD/Crn Vict)	8028	11681	68.73	.89	1.26
(T'Bird)	12885	11417	112.86	1.43	1.23
INCOLN	11802	12827	92.01	1.31	1.39
ERCURY	42319	40255	105.13	4.69	4.35
(Capri)	48	1244	3.86	.01	.13
(Topaz)	4698	5127	91.63	.52	.55
(Sable)	9914	6434	154.09	1.10	.70
(Marq/Gr Marq)	9548	10776	88.60	1.06	1.17
(Cougar)	11354	11372	99.84	1.25	1.23
IRC/MERC DIV.	55931	54422	102.77	6.20	5.88
ORD MOTOR CO.	174948	164883	106.62	19.38	17.74
UICK	53699	60701	88.46	5.95	6.56
(Skyhawk)	3584	5961	60.12	.40	.64
(Somerset/Skylrk)	6811	6686	78.41	.75	.94
(Century)	13451	19099	70.43	1.49	2.07
(Regal)	5110	5766	88.62	.57	.62
(Riviera)	1011	2779	36.38	.11	.30
ADILLAC	22423	21253	105.51	2.48	2.30
(Allante)	177	-	-	.02	-
(Cimarron)	1252	1926	65.01	.14	.22
(Eldorado)	1688	1953	86.43	.18	.21
(Seville)	1365	1517	89.98	.15	.16
HEVROLET	137625	134718	102.16	15.26	14.58
(Chevette)	481	3951	12.17	.05	.43
(Celebrity)	21102	30950	68.18	2.34	3.35
(Corsica)	13106	-	-	1.45	-
(Beretta)	14280	-	-	1.58	-
(Cavalier)	23333	26413	88.34	2.60	2.86
(Camaro)	10482	13184	79.51	1.16	1.43
(Corvette)	1919	2299	83.47	.21	.25
(Monte Carlo)	5736	9179	62.49	.64	.99
LDSMOBILE	67626	79188	85.01	7.51	8.63
(Firenza)	1593	2347	67.87	.18	.25
(Calais)	9890	9710	101.85	1.10	1.05
(Cutlass Ciera)	22689	25056	90.55	2.50	2.71
(Cutlass)	8253	12747	64.74	.91	1.38
(Toronado)	1338	1275	104.94	.15	.14
ONTIAC	66225	65772	100.69	7.34	7.11
(1000)	263	1379	19.07	.03	.15
(Sunbird)	6888	8231	83.68	.76	.89
(Grand Am)	20183	13677	147.57	2.24	1.48
(6000)	9732	18685	52.08	1.08	2.00
(Bonneville)	9469	2834	334.12	1.05	.31
(Firebird)	6985	7931	88.07	.77	.86
(Fiero)	3713	5609	66.20	.41	.61
(Grand Prix)	972	2551	38.10	.11	.28
EN MTRS CORP.	347800	362232	96.02	38.54	39.18
Misc. Domestic	9	8	112.50	-	-
Other Import	296720	284413	104.33	32.87	30.75
S TOTAL	902581	924824	97.60		

UNITED STATES SUMMARY
AUGUST 1987 ISSUED 10/87

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '87 VS '86	% IND		YEAR END
	1987	1986		1987	1986	1986
A.M.C.	22070	46620	47.34	.33	.64	72008
(Alliance)	19290	31796	60.67	.29	.44	49907
(Eagle)	2780	5113	54.37	.04	.07	7380
CHRYSLER	185706	234019	79.34	2.74	3.19	351143
(Laser)	4665	20059	21.36	.06	.27	28321
(Le Baron/GTS)	102405	110455	92.71	1.51	1.51	150600
(E/NY/S Av)	71001	103556	68.56	1.05	1.41	160945
DODGE	278166	331229	83.98	4.09	4.51	510136
(Daytona)	21151	27334	77.38	.31	.37	36547
(Omni/Shadow)	86710	64847	133.71	1.27	.88	110505
(Aries)	62875	67556	93.07	.93	.92	104734
(Lancer)	16994	31562	53.84	.25	.43	47900
(600)	25199	43116	58.44	.37	.59	61305
(Diplomat)	8104	18986	42.68	.12	.26	31810
PLYMOUTH	242530	272226	89.09	3.57	3.71	415701
(Horizn/Sundance)	94702	75665	125.16	1.39	1.03	124754
(Reliant)	66433	88509	75.06	.98	1.21	127969
(Caravelle)	25187	25599	98.39	.37	.35	38622
(Gtn Fury)	5199	10267	50.64	.08	.14	15509
CHRYSLER CORP.	705402	837525	84.24	10.40	11.41	1277578
FORD	957764	899599	106.47	14.10	12.26	1364434
(Escort)	258702	268534	96.34	3.80	3.66	400695
(Mustang)	119950	120054	99.91	1.77	1.64	165854
(Tempo)	164262	170399	96.40	2.42	2.32	259896
(Taurus)	240177	129377	185.64	3.54	1.76	238610
(LTD/Crn Vict)	83706	116055	72.13	1.23	1.58	160333
(T'Bird)	83984	94793	88.60	1.24	1.29	138602
LINCOLN	107969	102527	105.31	1.59	1.40	169805
MERCURY	310561	323890	95.88	4.58	4.41	477874
(Capri)	986	8612	11.45	.01	.12	11850
(Topaz)	46611	43420	107.35	.69	.59	65498
(Sable)	65651	56863	115.45	.97	.77	91341
(Merq/Gr Marq)	80567	88293	91.25	1.19	1.20	130478
(Cougar)	73277	81835	89.54	1.08	1.11	112859
LINCMERC DIV.	425440	433627	97.44	6.27	5.95	661787
FORD MOTOR CO.	1383204	1336226	103.52	20.37	18.21	2026221
BUICK	366151	494295	74.08	5.39	6.74	757328
(Skyhawk)	26021	48005	54.20	.38	.65	74172
(Somerset/Skylrk)	48335	80808	59.81	.71	1.10	112375
(Century)	100279	154830	64.77	1.48	2.12	236946
(Regal)	34898	53435	65.31	.51	.73	77962
(Riviera)	12906	12552	102.82	.19	.17	22937
CADILLAC	165805	185033	89.13	2.44	2.54	300090
(Allante)	1137	-	-	.02	-	5
(Cimarron)	9111	14819	61.48	.13	.21	23592
(Eldorado)	12618	14004	90.10	.19	.19	24476
(Seville)	14386	10325	139.33	.21	.14	20641
CHEVROLET	1037483	1159087	89.51	15.29	15.79	1693234
(Chevette)	26499	45655	44.44	.39	.62	72454
(Celebrity)	226633	271395	83.51	3.35	3.70	397297
(Corsica)	58899	-	-	.87	-	1372
(Beretta)	64707	-	-	.95	-	1505
(Cavalier)	212126	265637	79.86	3.12	3.62	362780
(Camaro)	85715	120472	71.15	1.26	1.64	164283
(Corvette)	16683	23038	72.42	.25	.31	32581
(Monte Carlo)	43324	72035	60.14	.64	.98	111245
OLDSMOBILE	498883	700629	71.21	7.35	9.55	1044444
(Firenza)	10999	24522	44.85	.16	.33	34470
(Calais)	70956	80576	88.06	1.05	1.10	114295
(Cutlass Ciera)	169065	216384	78.13	2.49	2.95	323607
(Cutlass)	72545	141400	51.30	1.07	1.93	191138
(Toronado)	11011	9109	120.88	.16	.12	16239
PONTIAC	481663	565295	85.21	7.09	7.70	829650
(1000)	5159	12722	40.55	.08	.17	18142
(Sunbird)	58793	75823	77.54	.87	1.03	103925
(Grand AM)	152337	132972	114.56	2.23	1.83	198509
(6000)	84293	123308	68.36	1.24	1.68	197601
(Bonneville)	63496	28011	226.68	.94	.38	49174
(Firebird)	54810	66191	82.81	.81	.90	93521
(Fiero)	32857	47095	69.77	.48	.64	67748
(Grand Prix)	10976	26779	40.99	.15	.36	37728
GEN MTRS CORP	2549985	3105339	82.12	37.56	42.32	4624746
Misc. Domestic	48	60	80.00	-	-	77
Other Import	2126109	2011946	105.77	31.34	27.42	3139212
U.S. TOTAL	6789818	7337716	92.53			11139842

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	AUG	% IND	YEAR TO DATE		% '87 vs '86	% IND	
	1987		1987	1986		1987	1986
Chrysler	-	-	-	-	-	-	-
Dodge	45905	10.81	379431	295086	128.58	11.52	9.33
Plymouth	11852	2.79	89913	74322	120.98	2.73	2.35
Ford	118401	27.93	956059	891652	107.22	29.04	28.21
Chevrolet	105204	24.78	772377	836258	92.36	23.46	26.45
G.M.C.	30376	7.16	222762	227733	97.82	6.77	7.20
Mino	166	.04	1052	478	220.08	.03	.02
International	5575	1.31	43389	43708	99.27	1.32	1.38
Iveco	188	.04	1481	1569	94.39	.04	.05
Jeep	14326	3.37	125534	119530	105.02	3.81	3.78
Mack/Midliner	1756	.42	15492	14760	104.96	.47	.47
Kenworth	695	.16	8389	6926	121.12	.25	.22
Peterbilt	785	.18	7017	6533	107.41	.21	.21
Daimler-Benz Corp.	1619	.38	16966	13011	130.40	.52	.41
Scania	11	-	74	31	238.71	-	-
Volvo White	599	.14	7295	7285	100.14	.22	.23
Western Star	113	.03	898	672	133.63	.03	.02
Other Imports	84950	20.01	640404	618089	103.61	19.45	19.55
Miscellaneous Domestic	1931	.45	4265	3736	114.16	.13	.12
U. S. Total	424492		3292798	3161379	104.16		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Chrysler	-	-	-	-	-	-	-	-
Dodge	288577	90854	-	-	-	-	-	-
Plymouth	89913	-	-	-	-	-	-	-
Ford	572559	349543	375	-	-	6254	19040	8288
Chevrolet	476484	267153	18673	419	190	4097	5087	274
G.M.C.	106873	86905	2013	272	3737	4073	14194	4795
Mino	-	-	-	-	277	267	508	-
International	-	-	-	-	230	11140	14359	17660
Iveco	-	-	701	319	393	68	-	-
Jeep	116231	9303	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	1404	1819	12269
Kenworth	-	-	-	-	-	-	-	8389
Peterbilt	-	-	-	-	-	-	-	7017
Daimler-Benz Corp.	-	-	-	-	-	1063	1629	14274
Scania	-	-	-	-	-	-	-	74
Volvo White	-	-	-	-	-	-	1058	6237
Western Star	-	-	-	-	-	-	-	898
Other Imports	632252	2721	3684	-	676	448	623	-
Miscellaneous Domestic	-	1333	-	1468	171	-	15	1278
Total	2282889	807712	25446	2478	5674	28814	58332	81453
1986 Total	2118755	848082	24624	925	5251	32121	59671	75950
1987 vs '86	107.75	95.24	103.34	257.89	174.53	89.70	97.76	110.15

Manufacturers' Sales Records were used in compiling Oklahoma in 1986.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1987		YEAR TO DATE 1986	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	33801	.50	45207	.62
Chevrolet Spectrum	53140	.78	56335	.77
Chrysler Conquest	8015	.12	-	-
Dodge Colt	28806	.42	31938	.44
Dodge Colt Vista SW	11252	.17	11258	.15
Dodge Conquest	240	-	1882	.03
Ford Festiva	6983	.10	-	-
Plymouth Colt	26051	.38	29432	.40
Plymouth Colt Vista SW	10198	.15	10753	.15
Plymouth Conquest	157	-	1795	.02
Pontiac LeMans	12852	.19	-	-
AMC Merkur	4496	.07	10210	.14
Scorpio	2414	.04	-	-
Tracer	13330	.21	-	-
Others	-	-	-	-
Total Domestic Sponsored Imports	212335	3.13	198810	2.71
OTHER IMPORTS				
BMW	56059	.83	60619	.83
Honda	404444	5.96	385047	5.25
Hyundai	175028	2.58	71625	.98
Mazda	133635	1.97	143815	1.96
Mercedes Benz	62041	.91	57763	.79
Nissan	340402	5.01	365302	4.98
Subaru	104569	1.54	117673	1.60
Toyota	380607	5.61	376922	5.14
Volkswagen	119577	1.76	141777	1.93
Volvo	68024	1.00	79258	1.08
Others	283723	4.18	212147	2.89
Total Other Imports	2128109	31.34	2011946	27.42
GRAND TOTAL ALL IMPORT CARS	2340444	34.47	2210756	30.13

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	46931	1.43	47574	1.50
Dodge RAIDER	12477	.38		
OTHER IMPORTS				
Isuzu	61765	1.88	56304	1.78
Mazda	89298	2.71	96088	3.04
Mitsubishi	37127	1.13	19722	.62
Nissan	145969	4.46	145658	4.61
Subaru	1369	.04	2190	.07
Suzuki	54313	1.65	25085	.79
Toyota	237046	7.20	261516	8.27
Volkswagen	6125	.19	8208	.26
Others	961	.03	-	-
Total Other Import Trucks	634973	19.28	614771	19.45
GRAND TOTAL ALL IMPORT TRUCKS	694381	21.09	662345	20.95

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUBMITTED TO SUBSCRIBERS FOR INTERNAL USE. RELEASE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1977	10828234	3509328
*1978	10946104	3863340
*1979	10396695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924186	2976556
(1)1984	10128729	4048998
1985	10888608	4675192
1986	11139842	4801021

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. R 1-87

(1) REVISED 10/85

NEW TRUCK BUYERS RATE MAIL BROCHURES AS MORE HELPFUL THAN AUTOMOTIVE ADVERTISING IN:

Television . . . . . by **68%**

Radio . . . . . by **64%**

Magazines . . . . by **60%**

Newspapers . . . by **63%**

*New Car Buyers, **want, need** and **use** Product Details that **POLK AUTOMOTIVE MAIL** can **best** deliver*

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